

edizioni  
**turbo.**

In partnership with

ITA  
ITALIAN TRADE AGENCY

ITALIAN TRADE AGENCY  
ICE - Agenzia per la promozione all'estero e  
l'internazionalizzazione delle imprese italiane

# THE ITALIAN FOOD MAGAZINE BUYER'S • GUIDE

YEAR 9 - N° 5 • JUNE 2021  
MANAGING DIRECTOR: ANGELO FRIGERIO

## So small, so good



FORMAGGI  
**Botalla**  
BIELLA 1947



# The quality of Botalla in the 200 grams format



Small masterpieces crafted and packaged with care according to the exclusive and original Botalla recipes.  
The perfect format to always have a wide variety of exclusive flavors available, ready for your every wish, every day.  
Small in size, certainly not in flavor.

**Once you get a taste of them, there'll be no turning back.**



A FAMILY PASSION

www.botallaformaggi.com

## THE ITALIAN FOOD MAGAZINE BUYER'S • GUIDE

Editore: Edizioni Turbo Srl - Corso della Resistenza, 23 - 20821 Meda (MB)  
Tel. +39 0362 600463/4 Fax. +39 0362 600616 - Stampa: Ingraph - Seregno (MB) - Poste Italiane Spa  
Sped. in Abbonamento Postale DL 353/2003 (conv. in L. 27.02.2004, n.46) art. 1, comma 1, LO/M -  
In caso di mancato recapito inviare al CMP di Milano Roserio per la restituzione al mittente previo pagamento resi.



### THE INTERVIEW

## "Americans crave authenticity"

There is a family story behind the success and longevity of Atalanta Corp. North America's largest private food importer which, in 2020, blew out 75 candles. Interview with the vice president, Thomas Gellert. Who can't wait to get back to Parma to...

pages 10 and 11



### TRADE SHOW

## "Italy starts over Cibus"

The 2021 edition of the exhibition on stage from August 31 to September 3 was presented in Rome. The Ceo of Fiere di Parma, Antonio Cellie, said: "There will be a return to tasting. In total safety".

page 8



### ZOOM

## A new beginning for SMEs

After Covid-19 emergency, the global trade has started to grow again. According to the Ice-Prometeia report, the Italian export shows positive prospects. The new geographic maps and the key factors for the next two years.

pages 12 and 13

### THE INTERVIEW

## "Here we play the Champions League"

State-of-the-art and the future perspectives for the Italian wine & food in Singapore. Global economic and financial hub. As well as gateway to the Asean market. Interview with Giacomo Marabiso, managing director of the Italian Chamber of commerce in the Asian City-State.

pages 14 and 15



### THE COMPANY

## Caseificio Longo: tommini for all tastes

Since 1950 the company has been producing the most beloved fresh and matured cheeses of the Piedmont dairy tradition. Paying ever closer attention to sustainability and innovation.

page 9





## EDITORIAL

by Federica Bartesaghi

# See you in Parma

The Italian food & beverage industry, working relentlessly during this year-and-a-half of pandemic, looks with confidence and hope at the forthcoming 31st August when the first, large 'in person' event dedicated to the sector - since January 2020 - will take place in our country: Cibus in Parma. A 'smart' edition. An expected decrease in attendance from abroad. Yet a first, tangible sign of a comeback to normality that everyone - manufacturers, buyers, importers and we journalists as well - are waiting for with a mixture of excitement and fear, feeling a little like on the first school day.

Over the past months, indeed, the surge in sales recorded by the large-scale retail around the world, with the addition of severe logistical problems and great difficulties in the supply of raw materials, have put under stress the retailer-supplier relationship. The latter were called upon to respond promptly to the most varied market requests. In what was, at all effects, a 'graduation exam' on their level of flexibility, reactivity, drive for innovation and problem

solving skills. We have seen many excellent examples, even in the case of Private Label suppliers. A business that shows no signs of slowing down, in Europe as in many other countries around the world. And to which we have dedicated an in-depth analysis in this issue of *The Italian Food Magazine* (from page 16 to 35), with the aim of telling the companies, the products, the successful case histories that make Italian companies not just collaborators, but strategic partners for the major global retail chains. Primarily for the creation of premium PL products, with a good value for money and proven safety.

For this and for a thousand other reasons - including the commitment and courage shown in the last, difficult months - we hope that this first edition of Cibus, at the end of August, will be attended by as many foreign buyers as possible. Able, with their mere presence, to give a good injection of confidence to the sector.

So let's dust off our jackets and print our business cards, see you all in Parma.

## Ci vediamo a Parma

L'Italia del food & beverage, che mai si è fermata in questo anno e mezzo di pandemia, guarda con fiducia ed entusiasmo al prossimo 31 agosto, quando aprirà i battenti il primo grande evento in presenza di settore che il nostro Paese ospiterà da gennaio 2020: il Cibus di Parma. Un'edizione più snella. Un'attesa di partecipazione dall'estero più contenuta. Ma pur sempre un primo, concreto segnale di ritorno alla normalità che tutti - produttori, buyer, importatori e anche noi giornalisti - attendiamo con trepidazione e un pizzico di timore, un po' come il primo giorno di scuola.

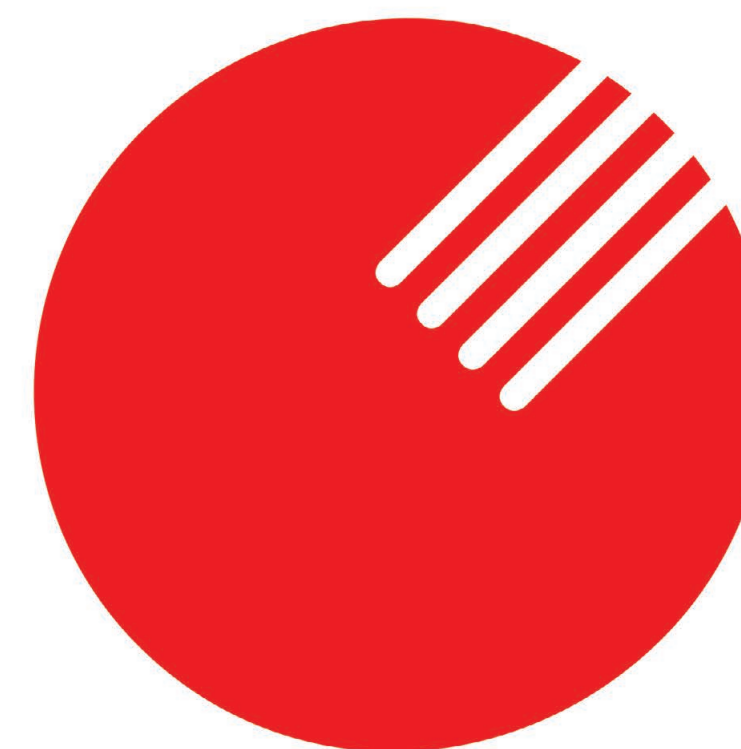
In questi mesi, infatti, l'impennata degli acquisti registrata nella Grande distribuzione organizzata a ogni livello e la-

titudine, con l'aggiunta di gravi impedimenti logistici e stravolgimenti nell'approvvigionamento delle materie prime, hanno messo a serio prova il rapporto insegna-fornitore. Questi ultimi, sono stati chiamati a rispondere con tempestività alle più svariate richieste del mercato. In quello che è stato, a tutti gli effetti, un 'esame di maturità' sul loro livello di flessibilità, reattività, spinta all'innovazione e capacità di problem solving. Di esempi eccellenti ne abbiamo visti molti, anche nel caso dei fornitori di Private Label. Un business che non accenna a rallentare, in Europa come in molti altri Paesi del mondo. E a cui abbiamo dedicato un approfondimento su questo numero di *The Italian Food Magazine* (da pag 16 a 35), con

l'obiettivo di raccontare le aziende, i prodotti, le case history di successo che fanno delle aziende italiane non semplici collaboratori, ma partner strategici per le grandi insegne mondiali. In primis per la creazione di prodotti a Mdd di categoria premium, con un buon rapporto qualità prezzo e di comprovata sicurezza.

Per questa e per mille altre ragioni, tra cui l'impegno e il coraggio dimostrati negli ultimi, difficilissimi mesi, ci auguriamo che questa prima edizione di Cibus, a fine agosto, accolga quanti più buyer esteri possibili. Capaci, con la loro sola presenza, di dare una bella iniezione di fiducia al settore.

E allora spolveriamo le giacche e stampiamo i biglietti da visita, ci vediamo tutti a Parma.



CIBUS

20<sup>TH</sup> INTERNATIONAL  
FOOD EXHIBITION

PARMA

31 AUGUST / 3 SEPTEMBER 2021


[www.cibus.it](http://www.cibus.it) | [cibus@fiereparma.it](mailto:cibus@fiereparma.it) | Follow CIBUS on [Facebook](#) [Twitter](#) [Instagram](#) [LinkedIn](#)






## NEWS

### COCA-COLA HBC ACQUIRES 30% STAKE IN ITALY'S CAFFÈ VERGNANO

New, strategic partnership signed between Caffè Vergnano and Coca Cola. On the past 25th June the beverage multinational company, with activities in 28 countries, acquired 30% of the Piedmont-based coffee roaster established in 1882, becoming the brand's exclusive distributor outside Italy. Caffè Vergnano said that, with Coca-Cola HBC as a new strategic partner, it would accelerate its international growth plans.

#### Coca Cola HBC acquisisce il 30% di Caffè Vergnano

Nuovo strategico accordo tra Caffè Vergnano e Coca Cola. Il 25 giugno il colosso del beverage, che opera in 28 paesi, ha acquisito il 30% della compagine azionaria della torrefazione piemontese fondata nel 1882. La partnership rappresenta un'importante opportunità di crescita internazionale per Vergnano. L'obiettivo, infatti, è rafforzare la presenza del brand al di fuori dell'Italia. Le referenze del segmento premium saranno quindi distribuite all'interno dell'offerta globale di Coca Cola Hbc.

### BRAZZALE INAUGURATES A NEW AUTOMATED CHEESE AGING PLANT

Brazzale, the most ancient Italian cheesemaker, inaugurated a new automated aging plant for its Gran Moravia cheese. Equipped with ultra-modern, cutting-edge AI technologies for every process stage, it is located at the foothills of the Asiago Plateau. It develops on a 8,000 sqm surface where an integrated system of shuttles and humanoid robots 'takes care' of 240,000 cheese wheels. The new plant was built paying special attention to environment protection: the photovoltaic panels on the roof allow for complete energy self-sufficiency.



#### Brazzale inaugura un nuovo magazzino di stagionatura completamente robotizzato

Brazzale, la più antica azienda casearia italiana, inaugura il nuovo magazzino robotizzato Gran Moravia. Si tratta di un impianto di stagionatura per formaggi grana completamente robotizzato e dotato di complesse soluzioni di intelligenza artificiale per il controllo di ogni operazione. Lo stabilimento, ubicato ai piedi dell'Altopiano di Asiago si estende su una superficie di oltre 8mila metri quadrati, dove un sistema integrato di navette e robot antropomorfi si prenderà cura di 250mila forme di formaggio. Il nuovo magazzino è anche rispettoso dell'ambiente: i pannelli fotovoltaici, installati sulla copertura, garantiscono la totale autosufficienza energetica dello stabilimento.

### SIAL AMERICA IS BORN. THE FIRST EDITION IN LAS VEGAS IN MARCH 2022

The pandemic doesn't halt the organizers of Sial, historic French food & beverage trade show. On the contrary, they launched a brand-news event: 'Sial America', to be held at the Las Vegas Convention Center in March 2022 (22-24), collocated with the International Pizza Expo and International Artisan Bakery Expo. Result of a strategic partnership signed between the US-based Emerald Holding and the French organization Comexposium, the new trade show "is expected to be the first large-scale, generalist food show focused on supporting the US \$1.5 trillion food and beverage market." The new event adds to a series of trade shows belonging the Sial Network around the world. The Italian collective will be organized by Universal Marketing.

#### Nasce Sial America. La prima edizione a Las Vegas nel marzo 2022

La pandemia non ferma gli organizzatori di Sial, storico salone francese dell'agroalimentare, che anzi rilanciano annunciando la nascita di 'Sial America', in programma presso il Las Vegas Convention Center dal 22 al 24 marzo 2022, in contemporanea con l'International Pizza Expo e l'International Artisan Bakery Expo. La nuova rassegna, frutto di una joint venture tra gli americani di Emerald Holding e i francesi di Comexposium, mira a diventare "la più grande fiera generalista del settore food al servizio di un mercato, quello del f&b statunitense, che vale 1,5 trilioni di dollari". La nuova rassegna si somma così alle fiere che compongono il Sial Network. A organizzare la collettiva italiana, la società Universal Marketing.



#### THE ITALIAN FOOD MAGAZINE

Managing director: ANGELO FRIGERIO  
Edited by: Edizioni Turbo Srl - Palazzo di Vetro  
Corso della Resistenza, 23 - 20821 - Meda (MB)  
Tel. +39 0362 600463/4/5/9  
Fax. +39 0362 600616 - e-mail: info@tespi.net  
Anno 9 - numero 5 - giugno 2021

Periodico bimestrale - Registrazione al Tribunale di Milano  
n. 38 del 25 febbraio 2015  
Stampa: Ingraph - Seregno (MB)

Poste Italiane Spa - Sped. in Abbonamento Postale  
DL 353/2003 (conv. in L. 27.02.2004, n.46)  
art. 1, comma 1, LO/MI

Una copia 1,00 euro - Abbonamento annuo 20,00 euro  
L'editore garantisce la massima riservatezza dei dati personali in suo possesso. Tali dati saranno utilizzati per la gestione degli abbonamenti e per l'invio di informazioni commerciali.  
In base all'Art. 13 della Legge n° 196/2003, i dati potranno essere rettificati o cancellati in qualsiasi momento scrivendo a: Edizioni Turbo S.r.l.

Responsabile dati: Angelo Frigerio  
Corso della Resistenza, 23 - 20821 Meda (MB)

### GIUSEPPE VICENZI WAS APPOINTED 'CAVALIERE DEL LAVORO' (KNIGHT OF LABOUR) BY ITALIAN PRESIDENT SERGIO MATTARELLA

The President of the Italian Republic, Sergio Mattarella, conferred to Vicenzi's president, Giuseppe Vicenzi, the prestigious title of 'Cavaliere del Lavoro' (Knight of Labour). In Mr. Giuseppe Vicenzi's own words, he felt "honoured and surprised" to receive such an important recognition, conferred since its inception only to a handful of entrepreneurs, who not only excelled in their entrepreneurial endeavours, but also significantly contributed to society's progress. Solidarity, commitment, ethical and social responsibility: these are the moral values that qualify an entrepreneur to become a 'Cavaliere del Lavoro'. It was 1905 when Matilde Vicenzi opened her small shop in San Giovanni Lupatoto (Verona), the same place where today the Vicenzi Group is headquartered. More than a Century has passed, driven by strong growth, development and passion handed down over generations: from Matilde to Giuseppe, to his grandchildren.



#### Giuseppe Vicenzi nominato 'Cavaliere del lavoro' dal presidente Sergio Mattarella

Per la Festa della Repubblica italiana, il presidente Sergio Mattarella ha conferito a 25 imprenditori italiani il titolo di 'Cavaliere del lavoro'. Tra i prescelti anche Giuseppe Vicenzi, titolare dell'azienda dolciaria veronese specializzata nella produzione di pasticceria industriale, fondata nel 1905 da Matilde Vicenzi a San Giovanni Lupatoto (Vr) e che a oggi opera in più di 110 Paesi. Giuseppe Vicenzi si è detto "onorato e sorpreso" del riconoscimento ricevuto dal Presidente della Repubblica, un'onorificenza che è stata conferita a un ristretto gruppo di imprenditori del Bel Paese, per aver contribuito attivamente al progresso della società.

# FOOD SAFETY

## Listeria risks the remedy is HPP



#### The power of the High Pressure

HPP ITALIA, your reliable partner able to provide the innovative hyperbaric HPP treatment for all perishable products.

- ✓ Brand protection
- ✓ H24 Security
- ✓ Export no limits

In HPP ITALIA we treat the products at very high hydrostatic pressure (thousand atmosphere) inducing in this way the bacterial inactivation: an innovative cold process thanks to which food, stabilize and safe, keep unaltered its precious nutritional and organoleptic elements.

Thanks to the HPP technology (High Pressure Processing) your products can increase their shelf life safely!

We were first in Italy to provide the High Pressure Treatment for third parties and we guarantee maximum confidentiality.

Discover more about the extraordinary potential of our HPP treatment booking your free tests on [hppitalia.it](http://hppitalia.it).



HPP Italia srl  
Parma - Italy - [info@hppitalia.it](mailto:info@hppitalia.it)







www.cibus.it

## TRADE SHOW

# "Italy starts over Cibus"

The 2021 edition of the exhibition on stage from August 31 to September 3 was presented in Rome. The Ceo of Fiere di Parma, Antonio Cellie, said: "There will be a return to tasting. In total safety".

"Cibus will be the restart of the country". Luigi Di Maio, Italian Minister of Foreign Affairs, gets the slogan right. In fact, the Fiere di Parma exhibition will be the first major Italian international b2b trade fair to reopen in attendance, from 31 August to 3 September. This is exactly what the Salone del Mobile in Milan didn't dare to do all the way, aiming at a reduced format. On the contrary, the trade fair center organized by Antonio Cellie offers an event capable of marking to all intents and purposes the great recovery of a supply chain, that of food, which during the lockdown has held its own in terms of domestic demand, increasing export numbers. "Cibus 2021 will be the first sector exhibition of international relevance to return to the presence" said Di Maio during the press conference held on June 7 at Rome, attended by Carlo Ferro, president of the ITA Agency, Ivano Vacondio, president of Federalimentare and Gino Gandolfi, president of Fiere di Parma. "With the resumption of Horeca and the return to full exports, I believe that the food industry can bring, in the second half of the year, the numbers of 2021 at least to those recorded in 2019, hoping to exceed them," emphasised Ivano Vacondio. "Cibus will be an opportunity to launch a strong signal: Made in Italy is the focus and is ready to face foreign markets to resume, faster than before."

2,000 companies have already confirmed their presence.

### "Con Cibus riparte l'Italia"

Presentata a Roma, nella sede di Ice, l'edizione 2021 dell'evento in scena dal 31 agosto al 3 settembre. Il Ceo di Fiere di Parma, Antonio Cellie: "Si tornerà alle degustazioni. In totale sicurezza".

#### FERRO (ITA AGENCY): "ITALIAN EXPORTS CONTINUE TO GROW".



Carlo Ferro, president of The Italian Trade Agency (ITA), reminded how the Agency supports seven major national events in attendance from now until the end of the year, in addition to 26 exhibitions and festivals abroad. An all-round commitment for the relaunch of the Italian system, which is based on the lines of action identified around three major drivers: the centrality of the agri-food chain, sustainability and healthiness as emerging questions from the consumer and digital not only as a media but also as a sales channel. "In 2020, Italian exports continued to grow, recording +1.7%, with peaks of absolute excellence, such as the +34% of rice in Germany, the +33% of olives in France, the extraordinary success of our wine in the Netherlands and South Korea."

#### VACONDIO (FEDERALIMENTARE): "WE ARE A COUNTRY OF PROCESSORS, WE MUST NOT FORGET THIS".



Ivano Vacondio, president of Federalimentare, goes beyond the schemes of institutional interventions: "I still think that in a country in demographic contraction and with more and more elderly people, hoping for a growth in consumption makes little sense. There is no point in going around it: the hope of returning to growth is linked to the ability to increase exports. This is our resource and our chance, not domestic consumption. As for agro-foods, emphasis is always placed on the importance of agriculture, and rightly so. But ours is also, and above all, a country of processors, and if Made in Italy is able to give certain results, as well as tourism, we owe it to this vocation, which is often not sufficiently valued". In short, it will be the Cibus of rebirth, especially if the supply chain manages to fully embody the key role it is called to play in the restart of the country.

#### CELLIE (FIERE DI PARMA): "WE FORESEE A DROP IN ATTENDANCE, BUT IT WILL BE A STRUCTURAL TREND".



The Ceo of Fiere di Parma, Antonio Cellie, confirmed the presence of Italian and European retail buyers, as well as trade representatives from the Usa, Latin America and Asia, also thanks to the incoming activity of Ita Agency. Cellie gave some projections on the aspect that represents the biggest unknown factor to date, the presence of visitors. "Compared to the 82,000 attendees we had reached before Covid, we have to estimate a decrease in attendance of 20/25%, maybe 30%. And I'll say it clearly: in my opinion this decrease will be structural, and will affect the European trade fair system as a whole, for a series of reasons. The platforms set up for last year's digital editions are beginning to work and, to some extent, to skim the audience. The layout will be much more readable. Those who come will save time. And all of these elements will lead to the consolidation of a more Anglo-Saxon format, perhaps with shorter events. I've been asked if it will be possible to eat and do tastings. Certainly yes, and in total safety. I've been asked if all exhibitors will be paid. Absolutely. And I will say more. No one has asked for their advance payments back, so much so that we now have 4.5 million euros in cash. Those who had already paid for two years continued to have total faith in our initiative. For this reason, too, they absolutely could not fail to return. It's a way of thanking those who believed in Cibus, repaying this trust".



www.caseificiolongo.it

## THE COMPANY

# Caseificio Longo: tomini for all tastes

Since 1950 the company has been producing the most beloved fresh and matured cheeses of the Piedmont dairy tradition. Paying ever closer attention to sustainability and innovation.



Passion for tradition, love for the territory and search for authentic flavors. Caseificio Longo's history has two big pillars - family and craftsmanship - that accompanied its growth path since 1950 until today. For over 70 years, the company's primary mission has been taking the best of Piedmont cheeses around the world, starting from 'tomini'.

#### From artisanal laboratory to 'green' company

The origin of Longo's tomini dates back to the early '50s, when in the town of Bosconero, in the province of Turin, Antonio Longo created, together with his wife Franca, a small laboratory where only one cheese was produced: Tomino del Canavese, hand-made with the milk collected in the nearby farms. This passion and skills were handed down to their sons - Maurizio, Dario, and Silvana - and Caseificio Longo's product range soon expanded to include new products, namely 'Paglierina' and 'Tomino del Boscaiolo'. In 2008 the new production plant in Rivarolo Canavese was inaugurated, followed two years later by another plant, located in Alba and designed for the production of Robiola d'Alba, that further strengthened the company's connection with the Piedmont territory.

#### Caseificio Longo: tomini per tutti i gusti

Passione per la tradizione, amore per il territorio, ricerca di sapori genuini. Quella di Caseificio Longo è una storia di artigianalità e di famiglia, che nasce nel 1950 e arriva a oggi. Da settant'anni, infatti, l'azienda porta nel mercato italiano ed estero il gusto dei formaggi piemontesi. Primi fra tutti: i tomini. Con sempre maggiore attenzione a temi come sostenibilità e innovazione.



In 1950, the company used to daily collect and process 200 liters of milk. Today, more than 150,000 liters of milk, collected in 70 Piedmont farms, are processed every day. Longo's products are divided into four product lines: the 'matured', including Tomino and Tomino del Boscaiolo; the 'fresh', like Tomino a Rotolo; the 'specialties', like fresh Tomino in oil; and the 'lactose-free' cheese. Genuine and Brc Food, Fda and Ifs Food certified cheese, to guarantee every single stage of production.

#### A sustainable growth path

Each Longo product is the result of a short supply chain, according to the company's commitment to cut on polluting emissions by 2025, and to be increasingly environmental-friendly. On supermarket shelves the first 'green' easy-peel packs have been introduced, generating no waste and where both materials - plastics and cardboard - are easily recyclable, reducing plastic consumption by 50%. The new environmental-friendly packaging solutions are part of a wider project launched by Caseificio Longo that includes a fully renewed website, that presents a series of video-recipes, result of the collaboration with the Ifse (Italian food style education) culinary institute.

In the months ahead, Caseificio Longo has set ambitious goals: further increase sales in the domestic and European market, and enter new extra-EU markets where to present its unique Piedmont-style cheeses. Quality always comes first to the company, that relies on an efficient and reliable network of buyers, which allowed Longo products to be always available even during the most critical moments of the pandemic.

### THE RANGE

#### Piedmont taste by Caseificio Longo

##### THE FRESH



#### Seirass Reale

Piedmont typical excellence, Seirass Reale is made with cow's and sheep's milk, and it has a smooth and very humid, sweet and velvety white paste, freely oozing milk. Available only in the traditional fabric cone, as originally made at the Royal Hunting Estate in Gran Paradiso Park.

**Awards:** Gold medal at the World Cheese Award 2012

**Certification:** Brc, Fda, Haccp, Ifs

**Format:** Little fabric cone (250 g) and big fabric cone (1 kg)

**Shelf life:** 25 days



#### Green or Red Tomino a Rotolo

The fresh Tomino is a Piedmont traditional cheese with no rind. It has a soft, white paste which is very humid and slightly acidic. Made with 100% Piedmont milk, it has a light and delicate flavour which combines easily with different ingredients to create delicious recipes.

**Awards:** Bronze at the World Cheese Award 2015/2016

**Certification:** Brc, Fda, Haccp, Ifs

**Items:** 2: green (whole milk) and red (low-fat milk)

**Format:** 330 g

**Shelf life:** 15 days

##### THE MATURED

#### Paglierina

This cheese has a very soft paste and a straw yellow colour, and is named after the traditional conservation process, which takes place on straw (the Italian word for straw is 'paglia'). The light and slightly mouldy rind, and the short ripening period give Paglierina an unmistakable flavour and the appearance of cheeses matured on straw, maintaining the characteristic aroma of hay and almond.

**Awards:** Grolla d'Oro Formaggi d'Autore 2010; Silver at the World Cheese Award 2016/2017

**Certification:** Brc, Fda, Haccp, Ifs

**Format:** 200 g

**Shelf life:** 30 days



#### Tomino del Boscaiolo

The Tomino del Boscaiolo range is among the excellences of Caseificio Longo: 100% Piedmont milk, a traditional family recipe, and expert aging. Its sweet taste with a slight spicy streak makes it unmistakable. New eco-friendly pack, with the two components - plastic and cardboard - easily separable. Plastic consumption is reduced by 50%. Zero-mile suppliers to cut down on fuel consumption and additional packaging.

**Certification:** Brc, Fda, Haccp, Ifs

**Items:** 4 (Original, Mignon, Spiedini del Boscaiolo, lactose-free)

**Format:** from 180 g to 195 g

**Shelf life:** 30 days



## THE INTERVIEW

# “Americans crave authenticity”

**There is a family story behind the success and longevity of Atalanta Corp. North America's largest private food importer which, in 2020, blew out 75 candles. Interview with the vice president, Thomas Gellert. Who can't wait to get back to Parma to...**

From importer of hams from Poland in the aftermath of World War II to largest private food importer in North America, with a portfolio of over 6,000 products sourced from around the world. The history of Atalanta Corporation, part of the Gellert Global Group, is filled with successes and (won) challenges. The last one? The pandemic. The second to last? Tariffs. Interview with Thomas Gellert, vice president and representative of the third generation at the head of the family business.

### When was Atalanta Corporation founded?

Atalanta was founded in 1945 by my grandfather, Leon Rubin after WW II. He started importing hams from Poland and over-time, the business diversified as we import not just meats, but cheeses, pasta, grains, fruits and vegetables (canned and frozen), oils and vinegars, seafood, chocolate, nuts/dried fruits and much more. We import from over 35 countries across Europe, Asia, South America - as well parts of Africa. Today, Atalanta Corp is a member of the Gellert Global Group, a group of companies that make up the largest private food importer in North America. It is still a family-run business, as my father is still very much engaged, as well as my uncle, cousins and of course my brother, sister and I.

### Which are your core distribution channels?

We sell across every sales channel: retail, club, foodservice and industrial.

### What kind of products do you import from Italy?

From Italy we source food from practically every region. Our selection includes PDO and specialty cheeses, cured and cooked meats, oils, vinegars, pasta, rice, grains, preserved fruit, canned vegetables, sauces, grissini, cookies, gelato and frozen desserts and of course coffee. They are so many that I am sure I left something out...



Thomas Gellert

### “Gli americani oggi chiedono autenticità”

Da importatore di prosciutti dalla Polonia, nel secondo dopoguerra, a maggiore importatore privato di tutto il Nord America, con un portfolio di oltre 6mila referenze selezionate in giro per il mondo. La storia di Atalanta Corporation, oggi parte del Gellert Global Group, è costellata di successi e sfide vinte. L'ultima? La pandemia. La penultima? I dazi. Ne parliamo con il vice presidente e rappresentante della terza generazione alla guida dell'azienda di famiglia, Thomas Gellert.



### What about your Private Label lines instead?

The range includes products we market under our own brands, or we promote the authentic brands of our artisan partners, or we partner with customers to help them develop their own private labels.

### According to what criteria do you select your suppliers?

First and foremost, suppliers must take food safety seriously. In addition, the quality of products really needs to stand out. Of course so much food in Italy is fantastic, but for us to stand out we need

to ensure the quality stands out. Suppliers also need to understand our market or trust us on how to approach the US. Many suppliers assume what is successful in Italy will work in the US or Canada but that is not the case. Lastly, we seek suppliers that have the same value system we do: generate teamwork, exceed expectations, lead by example, live by innovation, emphasize communication, respect, taste success. They work hard, together with us as a team, are relentless and creative in finding solutions, treat people (and animals) and the planet with success, communicate well and know how to celebrate success.

### How have the eating habits of American consumers changed in recent years?

American consumers continue to crave authenticity. They want to know the 'Who, What, Where, When and Why?' of their food. Who makes the product, what are the ingredients, what is the impact on the environment, where is it from, what is the history behind the product (when) and why I should eat it. They seek experiences.

### Was the company business affected by the pandemic?

The pandemic has been devastating to see the impact on people's lives everywhere. As Italy was one of the first countries impacted, we paid close attention as we were concerned about our partners and friends. I live in NYC and Covid stuck my city soon after. It was hard. For the food business, it was hard to see so many people in the foodservice industry get hurt. We know so many whose dreams become restaurants and it hurt to see those businesses suffer. This had an impact on everyone that services the industry. Now, in the US we see the hospitality sector returning with lots of enthusiasm. Humans are social animals and the crave experiences. We are happy to help provide those experiences.

### What do you think about the European Geographical indications system and how do American consumers perceive these products?

GI's serve an important purpose: they can help provide that authenticity that consumers demand, and allows them to connect to the history of the products. However, I caution my European partners about GI 'over-reach' - or aggressively trying to enforce GI's on more generic

terms. As a champion of fine Italian and European products, I support protecting of genuine foods. However, if this is pushed too far, the US domestic industry will defend what they feel is the EU going too far. In my opinion, this is why certain foods were targeted in the Airbus-Boeing tariff dispute.

### Have import duties on EU f&b products created problems for your business?

Those tariffs created unnecessary higher costs on the products US consumers enjoy. It will be hard to measure the real impact on the sales of those items due to the pandemic. But we relieved that the US and EU are today working and smart trade policy that benefits everyone.

### Are you planning to participate in Italian f&b trade shows? If so, which ones?

I do plan on being at Cibus. Italy is important to our company and we miss interacting with our partners and friends in person. Besides, although my warehouse is filled with great Italian foods, I prefer to go to Parma for some home-made tortellini and some authentic Felino salumi. I do like Tuttofo-od as well but I think the timing is difficult as it is very close to the Anuga fair.

## Looking for a different milk?



100% RECYCLABLE  
PACKAGING



ADDITIVES FREE  
IT'S JUST AUTHENTIC MILK



ALSO IDEAL FOR  
ICE CREAM & PATISSERIE



ANTIBIOTICS  
FREE



100% ALPINE  
ITALIAN MILK



FAIR REMUNERATION  
FOR FARMERS



ENJOY  
OUR  
RECIPES!

LATTERIE  
**inalpi**

SINCE 1966 GOOD, RIGHT AND SAFE VALUES

www.inalpi.it



ZOOM

# A new beginning for SMEs

After Covid-19 emergency, the global trade has started to grow again. According to the Ita-Prometeia report, the Italian export shows positive prospects. The new geographic maps and the key factors for the next two years.

The pandemic has dealt a severe blow to the world trade in every sector and every country. Indeed, 2020 closed with a fall in global trade of more than 7% on an annual basis. However, the 18th Ita-Prometeia Report, 'Evolution of foreign trade by areas and sectors', forecasts a restart of the international trade of 7.6% in volume for 2021, with a further growth of 5.3% in 2022. How is Italy doing in this context? During this unexpected and sudden situation, Italy has shown the ability to take on the challenges and work hard to reach a better condition. According to the data published in the Report, there are encouraging signs which allow us to hope for a recovery. Compared to other countries, for example, the contribution of Italian export to the national Gdp has been less negative than the one of other components (such as consumption and investments): among the G8 countries, Italy is indeed the second least affected by the fall in export (performing better than France, the UK and the US). Moreover, the drop in export of 2020 (-9.7%) reflects the restart of the sector marked already during the second half of the year, with an economic growth of 30% in the third quarter and another +3.3% in the fourth. 2021 also began with a positive sign in January. But that is not all. Despite the negative average figure marked in 2020, in the different sectors there are many products that have recorded positive performances - often double-digit ones - on certain markets. This is the case of the export of rice to Germany, which grew by 34%, of pasta to Japan (+18%) and the UK (+21%), of wine to South Korea (+39.5%) and the Netherlands (+23%), and of olive oil to France (+23%). Besides these encouraging data, we are currently facing a scenario that, once the circulation of goods and people will have established a 'new normality', will be less unfavorable for some issues already underway before the pandemic: the Brexit process translated into the continuity of a free trade area without duties; Joe Biden's American government has eased the tension on duties with the EU; the need to boost the economic recovery has apparently brought back the desire for a new multilateralism, which brings to new free trade areas. However, tension with China is still persistent, especially for the US.

## From crisis to recovery

The crisis of 2020 saw a decrease in import volumes in all the main markets, and almost 90% of the countries analyzed by the Report showed a drop in demand at the end of the

year. Unlike other recessions, such as the one of 2009, since the crisis concerns the health dimension (and not the economic or financial one) it presents some peculiar characteristics: on one hand, the external nature of the crisis supports the hypothesis of a more rapid and complete recovery of global activities. On the other hand, the enduring climate of uncertainty, now focused on the speed rate of vaccination plans in the different countries, continues to fuel a widespread instability in the outlook for 2021. The recovery for the current year seems promising and will reward the countries and areas that have already achieved high levels of immunization (such as North America, Oceania and Israel), penalizing instead the areas where the virus is still widespread (especially India and Brazil). Therefore, there are already the basic conditions for a rapid recovery of global economic activities and international trade. In particular, 'mature' European markets, which represent a reference point for the Italian companies, are destined to retrieve in 2021 only a part of what was lost in 2020, and have to wait until 2022 to outdo the pre-crisis demand levels. The North American area is characterized by a more accelerated recovery profile, and it is expected to exceed the import levels of 2019 already during this year. Another element of differentiation from the past concerns the role of trade policies: if in 2009 there was a strong inclination towards protectionism, during the current crisis the policy initiatives have generally recognized the importance of trade by favoring the free commerce (including trade facilitation and reductions in duties and technical barriers, in order to simplify the supply of medicines and protective equipment against the spread of the virus).

## Le Pmi ripartono dall'export

L'emergenza pandemica ha giocato un duro colpo al commercio mondiale di ogni settore e per tutti i Paesi. Il 2020 si è chiuso infatti con una caduta degli scambi mondiali di poco superiore al 7% su base annua. Tuttavia, secondo quanto pubblicato dal XVIII Rapporto Ice-Prometeia 'Evoluzione del commercio con l'estero per aree e settori', per il 2021 si stima una ripartenza del commercio internazionale del 7,6% in volume, con un'ulteriore crescita del 5,3% nel 2022. Come si colloca l'Italia in questo contesto?

## A NEW SCENARIO FOR COMPANIES

In the Covid era, the trade scenario has changed, so much that it generated a new geographical map of opportunities for Italian companies: the crisis has highlighted the strengths and weaknesses of the different countries, leading to the breaking of consolidated bilateral ties or the establishment of new ones. During the most intense months of the crisis, the supply channels of companies were subjected to many changes which, if made structural, could contribute to a reshaping of the value chains. Within Europe, for example, some Italian products have experienced a real acceleration in exports, replacing the traditional suppliers of other countries, whose production capacity was not able to meet the restart of the demand. The crisis has also led to a reshaping of the reference values which inspire the purchasing behaviour. As shown by the Ice-Prometeia report, health was one of the most decisive trends in world consumption during the pandemic and will still be central even after the end of the crisis. In this regard, agri-food seems to be one of the most attractive channels. In 2021 furniture is also expected to outperform the average prospects for international trade in terms of growth, benefiting from the new centrality gained by home environment during lockdown. Looking at the other main sectors of the so called 'made in Italy', in 2021 we will witness a less dynamic trade in the fashion industry in comparison with the manufacturing average. The mobility sectors will show differing trends: after the sharp fall in 2020, the demand will indeed recover faster in the automotive sector. Public transport will continue being penalized, in particular the shipbuilding and aircraft sectors, which will suffer a slow recovery in the tourism sector. Electronics and high technology sectors, instead, seem to be recovering well.

## AN OVERVIEW OF THE FOOD SECTOR

Looking at the food sector, global demand is expected to grow dynamically especially in the emerging markets but, thanks to the recovery of the demand in the Horeca channel, there are also interesting opportunities in 'mature' markets that are better served by Italian companies. The top performing countries include many areas which are geographically and/or culturally close (such as Eastern Europe and Canada). Demand is also expected to be dynamic in the main target countries for the food processing industry (the US, France, Germany and Spain are all growing by more than 10% during the next two years), where there is still room for improvement, especially for small and medium-sized companies. In order to grow in these countries, enterprises have to intercept not only the opportunities created by the recovery in the demand from business and tourism channels, but also the new consumer trends, already underway, but accelerated by the pandemic: people are now careful and informed about product quality and are paying increasing attention to environmental sustainability.

## TOP PERFORMER COUNTRIES BY AREA (Top five by cumulative demand growth to 2022)

	Demand - % variation 2020-2022	Export - Italy 2019		Demand - % variation 2020-2022	Export - Italy 2019
World	11,8	6,5	World	11,8	6,5
Near mature markets	10,5	9,3	Far mature markets	11,9	4,2
Spain	17,5	8,3	Australia	15,2	2,3
Greece	16,3	9,1	South Korea	15,2	8,0
Latvia	13,1	8,5	United States	13,4	2,8
Slovenia	11,5	12,6	New Zealand	12,5	1,1
Slovakia	10,8	7,0	Israel	12,1	4,5
Near emerging markets	10,8	8,6	Far emerging markets	15,6	2,8
Egypt	22,9	2,8	Kazakhstan	23,5	1,7
Algeria	14,6	1,8	India	20,1	1,7
Poland	11,7	5,2	Colombia	20,0	1,5
Czech Republic	10,3	8,4	Vietnam	19,5	1,4
Ukraine	8,8	7,2	Malaysia	18,6	1,3

Source: Prometeia elaboration on GTI-TDM data.



## GLOBAL IMPORT PER SECTOR - PRESENT AND FUTURE

	2019 values (million euros)	(% tot.)	% variation with stable prices			
			2019	2020	2021	2022
Global import of products	13.243.906	100.0	-0,2	-7,2	7,6	5,3
Food and beverage	902.423	6,8	0,1	-4,3	8,5	6,0
Fashion	912.951	6,9	1,9	-8,6	6,7	4,7
Furniture	160.685	1,2	3,1	-5,8	8,4	5,7
Domestic appliances	121.156	0,9	1,1	7,0	6,9	5,1
Pharmaceutical and consumer chemistry	787.818	5,9	8,0	3,3	6,9	4,9
Other consumer goods	453.894	3,4	1,3	-21,4	8,2	6,6
Autovehicles and motorbikes	1.324.719	10,0	-3,6	-18,4	8,7	6,8
Trains, airplanes and ships	394.484	3,0	1,8	-29,5	6,6	4,2
Mechanical components	1.298.310	9,8	-0,4	-11,9	6,8	5,1
Electromedical equipment and precision	611.559	4,6	1,4	-9,2	8,4	5,4
Electronic components	2.076.593	15,7	-0,4	-0,3	8,2	5,3
Electrotechnical components	727.777	5,5	-0,1	-7,4	7,5	6,0
Building materials	181.949	1,4	1,6	-5,8	7,2	4,6
Metals	376.719	2,8	0,5	-9,4	7,8	5,1
Metallurgy components	1.057.420	8,0	-2,8	-0,9	7,6	5,3
Reaction intermediates	1.126.957	8,5	-2,5	-5,1	6,6	4,4
Other intermediates	728.492	5,5	-0,7	-6,2	6,9	4,4

Source: Prometeia elaboration on GTI-TDM data.



Note: the chart shows the cumulative percentage change in world demand between 2020 and 2022 at constant prices; this variable guides the selection of the top performing countries in each area, chosen from the top 20 by relevance in terms of 2019 Italian exports. The table also displays the share of 2019 Italian exports in the country, to indicate the current positioning of our products in the competitive context of the area.



## THE INTERVIEW

# “Here we play the Champions League”

**State-of-the-art and the future perspectives for the Italian wine & food in Singapore. Global economic and financial hub.**

**As well as gateway to the Asean market. Interview with Giacomo Marabiso, managing director of the Italian Chamber of commerce in the Asian City-State.**

City-state of over 5 million inhabitants, Singapore is one of the major economic and financial hubs in the world. According to the Italian Ministry of Foreign Affairs, it is the fifth, after Europe, the United States, China and Japan. Main commercial partner of the EU in Southeast Asia, Singapore is the first destination of the Italian export in the area, thanks to a highly efficient and super modern logistic system, in addition to its dependence on imports of consumer goods. It is also protagonist of the most ambitious free trade agreement between a country in Southeast Asia and Europe: the Fta, which was signed in November 2019. While last November, Singapore and other Asean Countries – Brunei, Cambodia, Philippines, Indonesia, Laos, Malaysia, Myanmar, Thailand and Vietnam – signed an agreement which led to the creation of the largest free trade area in the world, together with China, Japan, South Korea, Australia and New Zealand: the Rcep (Regional comprehensive economic partnership). Despite the Coronavirus slowed down the economic growth of the City-State (the 2020 Gdp closed at -6% compared to +3,2% in 2019), the government allocated 9.2 billion Singapore dollars (around 60 billion euros) to relaunch the economy, equal to almost 20% of the national Gdp. How can an Italian small or medium enterprise find a place in such a sought-after (and expensive) market? Giacomo Marabiso, managing director of the Italian Chamber of commerce in Singapore, gave us an answer. The association, during the pandemic, launched the e-commerce project Italian Gallery SG.

**First of all, what's the current sanitary situation in the Country?**

The Prime Minister has just announced that, starting from tomorrow (June 1st, editor's note), stu-

dents and school-age citizens will be vaccinated. Then, in mid-June, it will be the turn of the under40s. The number of infections had been under control since last October, while, over the last month, the situation has worsened due to the spreading of the Indian variant. Therefore, smart working has been re-established, restaurants have got back to food delivery and the quarantine period for those travelling from abroad has been extended to 21 days. Back in 2020, a tracing system was implemented, TraceTogether, and the results are evident: infections are sharply decreasing.

**Which restrictions were introduced for restaurants?**

Like in the rest of the world, with the pandemic outbreak, restaurants were completely shut down. Yet, the country has issued, since the beginning, financial aids to them. So, they have been able to keep on working offering food delivery services. Entrepreneurs also created a dedicated Facebook group called 'Singapore Restaurant Rescue'.

**How has the market changed over the last 18 months?**

Incoming from abroad suffered the biggest impact for sure. The number of annual visitors – tourists and businessmen – decreased from 15 million in 2019 to few hundreds in 2020. This hit the food service, the event industry and the retail sector. Luxury retail suffered the most as foreigners used to come to Singapore for the weekend to do shopping. Many

retailers of food & beverage open an e-commerce, just like many fashion brands.

**How has the pandemic impacted on agri-food imports?**

Singapore imports over 90% of the food it consumes, even though the government aims at producing locally at least 30% of the food requirements within 2030, by investing in vertical farms and in other AgriTech activities. Getting back to imports, over the last year and a half, all big players, including the Italian ones, have consolidated their business, due to the sizeable stocks they already had on the spot when supplies slowed down. In addition, the lockdown led to the birth of a new type of consumer: those who used to always eat out before the pandemic, due to the restrictions, found themselves cooking and trying out news recipes, including some Italian ones.

**How does Italy rank with respect to Singapore's suppliers?**

Italy figures among the main European suppliers, despite the number of Italian products in Singapore isn't easy to trace.

**Why?**

On the one hand, because the grey market is widespread in the Country. On the other, because Singapore is a strategic crossroads for the whole Asia: a huge number of products passes through the Country directed to other markets.

**What about prices with respect to European products?**

Our prices are in keeping with the other imported products, except for Australian goods, which benefit from a privileged positioning.

**Which products especially?**

Australian organic and healthy products boast very competitive prices and an unquestioned positioning as, throughout the years, the Country was able to realize dedicated campaigns and to build its image as a healthy producer. It all began with milk, of which Australia is the first supplier for the Country. Then its reputation extended to both food and non-food products.

**Which are the trends that local consumers appreciate the most compared to the European ones, such as sustainability and the fight against plastics?**

For sure, such trends are not as appealing as in Europe. To date, the organic field is consolidated both for food and wine. The demand for natural and biodynamic wines is increasing. Now, the government is focused on sustainability, especially as regards fishing, which is a key sector for the local economy.

**What about packaging?**

Packaging is a major theme, especially as regards product shelf life, due to the geography of Southeast Asia. Indonesia, for example, has 270 million inhabitants distributed in 17 thousands islands, which implies difficulties in terms of supply and logistics. Therefore, packaging must ensure a long shelf life. In addition, Singapore is a logistic and financial hub, but surrounded by developing countries.

**Getting back to wine, Singapore is said to be a 'mature' market, is it true?**

Quite enough. The French dominate the market, as their presence has always been strong since



Giacomo Marabiso

the Indochinese peninsula was a French colony. Given its proximity, Australia provides a lot of wine. But over the last years, Italian wines have conquered a market share. I'm referring especially to Prosecco, which was also included by Singapore Airlines in its offer. There is also the out-of-home market: before the pandemic, over 70% of the wine was consumed in restaurants. And there are more than 300 Italian restaurants in the country, that contribute to make our labels known.

**Is it a complicated business from the customs point of view?**

Wine is subject to quite a high taxation, but import procedures are relatively simple. Which had two consequences: on the one hand, a wide range of wines is now available in the Country, on the other the market, that already was very competitive, got saturated. It is also important to pinpoint that Singapore is a city of 5 million and a half inhabitants surrounded by Islamic countries or developing economies. In the area, the other

countries to head to are Hong Kong, continental China, Korea and Japan, where the wine culture is already developed and consumers have a good purchasing power.

**Talking about trade barriers, in 2019 a free trade agreement between Europe and Singapore came into force. How did it impact the food & beverage sector?**

First of all, the free trade agreement allowed to recognize European certifications. Except for wine, tobacco, cars and petroleum products, the main problem related to trading in Singapore is not related to duties, but with certifications. As regards meat and animal derivatives, for example, it is necessary that the veterinary authority in Singapore certifies each producer. Anyway, on the whole, it is now simpler to talk with local authorities.

**Let's delve into your e-commerce project: Italian Gallery SG. How was it created and why?**

As a Chamber of commerce, our first duty is to act as an intermediary between Italian producers and local distributors. Every year, we used to organize an event, the Italian Food & Beverage in Singapore, that involved 25-30 Italian producers and importers and distributors from all over Asia. It was cancelled due to Covid, so we found a way to bridge this gap and went digital. People in Southeast Asia spend on average four hours a day on their smartphone and have a strong propensity to buy online. Therefore, we thought e-commerce was the right channel to create our 'business accelerator'.

**What is it about?**

We brought Italian companies online taking care for them of all the steps of the purchasing process: shipment from Italy, customs clearance, stock, documents upload, marketing activities on social network, interaction with customers and product delivery. We had a double goal: on the one hand to sell, clearly, on the other to gather data on consumers' liking of the Italian products. Such data are extremely useful for companies when they introduce themselves to new local distributors. In fact, some participants have already found a distributor and left the project to continue independently.

**Which platform did you choose to operate on?**

We upload the products on the marketplaces of Lazada, Shopee and RedMart, that boasts over 3 million monthly visitors and that are considered among the most important in Southeast Asia. We didn't create a brand-new platform, on the contrary, we decided to create an Italian gallery on pre-existing and already consolidated e-commerce platforms. That project was so successful that we

decided to extend it to the cosmetic sector.

**Let's now move on to exhibition. The sector is now restarting, but there's still a thorny question to solve: the incoming of buyers from abroad. When do you think buyers from Southeast Asia will return to travelling?**

It all depends on the vaccination campaign. Singapore's situation is similar to Italy's, but the neighboring countries are progressing more slowly. While to make local events, Singapore is testing the 'bubble' system, that consists in bringing together all exhibitors and visitors in one huge complex with hotels, restaurants, exhibition halls and congress centres, where participants are confined for the whole duration of the exhibition, without coming into contact with the rest of the population. I think that 'normal' fairs, as we used to know them, will be probably back in 2022.

**One last question: what should a company willing to approach the Singapore market do?**

My very first suggestion is: before setting your goals, if the pandemic allows, you should take a plane and come here to study the market. Singapore is an unquestioned showcase for the whole Asia, especially nowadays, since Hong Kong is going through a complicated political situation. Also for this reason Singapore is a very competitive and expensive market. Approaching it is time and money spending, because it doesn't mean to deal with only one City-State, but also with a region of over 650 million inhabitants, 10 legislative systems and 10 currencies. It is like playing the Champions League. Before taking the field, you need to be sure to be able to play the match.





## INSIGHT



# PL gains momentum

by Federica Bartesaghi

The pandemic did not halt the growth of store brands, both in Italy and across Europe, as well as beyond the Atlantic. In some cases, due to the shortage of some A-brand products or captivated by the convenience provided by private labels, several consumers have actually experimented - and in many cases appreciated - the quality and the value for money offered by store brand. A result achieved (also) thanks to a close collaboration between retailers and producers/suppliers. And the ability of the latter to meet new customers' requests and adapt, with a high degree of flexibility and innovation, to market changes. In the following pages, the experience gained and the successful products created by some of the major Italian producers of PLs for the global retail market.

### Private label maintains strong position across Europe

Retail brands sustained their market share position above 30% in all but two of the 18 European countries surveyed by Nielsen in 2020 for PLMA's 2021 International Private Label Yearbook.

In Europe's largest retail markets, Germany and the UK, the private label share stayed well above 40% and retained its strong position. France reported a significant growth of 7 points to 38.5% market share boosted by the inclusion of sales from discounters, proximity stores and drives in the count by Nielsen for the first time. In Belgium, market share for retailer brands showed a slight decline which is mainly due to the decline in sales of confectionery and snacks in the country, according to Nielsen findings, while in the Netherlands a slight growth was tracked to 37.1% market share. In Spain and Switzerland, with approximately 50% private label unit market share, nearly half of all

products sold are a retailer brand. Portugal presented the strongest growth under equal research conditions and climbed to a 45% share, sustained by growth of nearly 5 points in total in four years since 2016. In Central and Eastern Europe, a strong private label market is evident since Nielsen first reported data for the region in 2003 with market shares above 40% in Austria and above 30% in Poland, the Czech Republic and Slovakia. The biggest increase was registered in Hungary. The country saw a 1.4% growth to 36.2% market share, its highest private label market share and growth ever listed. Sweden led the way in Scandinavia, with market share climbing 1 point to 34% for the first time, while Finland stayed above 30%. In the Mediterranean, market shares were able to hold their position of 30% in both Turkey and Greece. In

### La PL prende slancio

La pandemia non rallenta la crescita delle marche del distributore, tanto in Italia quanto in tutto il continente europeo, ma anche al di là dell'Atlantico. Anzi, in alcuni casi, complice il shortage di alcuni prodotti di marca o la convenienza offerta dalle alternative a Mdd, diversi consumatori hanno provato - e in molti casi apprezzato - la qualità e il rapporto qualità prezzo proposto dalle marche delle insegne. Un risultato raggiunto grazie anche al rapporto di stretta collaborazione che si instaura tra retailer e produttori-fornitori. Oltre che per la capacità di questi ultimi di rispondere alle nuove richieste dei committenti e adattarsi, con una certa dose di flessibilità e innovazione, ai cambiamenti del mercato. Nelle prossime pagine, l'esperienza e i prodotti di successo di alcuni grandi produttori italiani di PL per i principali retailer mondiali.

Italy, private label continued the trend upward in 2020, going to a 22.6% market share.

"Private label succeeds in maintaining its strong position, even in saturated markets, and shows that retailers' brands remain a primary option in the minds of the consumers", commented PLMA President Peggy Davies. "In many countries private label shoppers continue to choose private label above A-brands."

### What's going on across the Atlantic

In 2020, private-label dollar sales totaled 158.8 billion dollars, up 11.6% from 142.3 billion in 2019, keeping pace with national brands and maintaining market share, according to PLMA's 2021 Private Label Yearbook. National brands saw indeed slightly higher growth, up 11.9% to 657.2 billion from 587.4 billion the year before. For both private label and national brands, 2020 market share held firm in dollars and units: dollar share ended up at 19.5% for private brands and 80.5% for national brands, while unit share finished at 23.4% and 76.6%, respectively. Unit sales for store brands in 2020 came in at 52.5 billion, up 7.2% from 49 billion in 2019. The growth rate was the same for national brands, with units climbing to 172.1 billion from 160.6 billion. US consumers continued to favor store brands for about one of every four purchases across all major food and non-food categories. And about one out of every five dollars expended by shoppers in all outlets (19.5%) was for the retailer's store brand.

The 2021 edition of the 'World of Private Label' international trade show, which was originally scheduled for May this year, will take place on 14-15 December at the RAI Exhibition Centre in Amsterdam.

follow



## A good slice of sustainability



Products gluten and lactose free

# BIO Supply Chain

### IN 2017 WE COMPLETED OUR OWN 100% ORGANIC CONTROLLED SUPPLY CHAIN.

Our promise of a sustainable and responsible production process which allows us to meet the demands of today's consumers







# INSIGHT - PRIVATE LABEL

## Coati

www.salumificiocoati.it

For four generations, Coati has been specialized in the production of high quality cured meats, in particular cooked hams, bacon, speck, salami and specialty products. Coati has two modern factories in Valpolicella, with a production capacity of 45,000 hams per week. Thanks to an internal analysis laboratory, high quality standards and microbiologically tested products are granted. Coati takes care of all stages of production. For foreign private labels, the whole range of salamis is available: Milano, Campagnolo, Ungherese, as well as Spianate, Venticine and bars, ready to be sliced and packed.

### Incidence of the PL on turnover

30%

### Export share of the PL

10%, mainly Europe, Japan, Canada, US

### Channels served

retail and food service

### Products available

a complete product range

## MILANO SALAMI - SLOW SEASONING



The Slow Seasoning Range, which includes the Milano Salami, has been added to the Coati Slow Cooking Line, the result of a 'delicate' and patented production process that has already been successfully presented to the market. Starting from a careful selection of Italian meat, the seasoning time of the salami is lengthened, so to intensify the aromas and enhance the natural taste of the meat.

### Ingredients

Pork, salt, dextrose, sucrose, spices, natural flavoring, antioxidant: E301, preservatives: E250, E252.

### Available sizes and packaging solutions

Vacuum packed. Palletization: 2 pieces per case, 7 cases per layer, 7 layers per pallet = 49 cases per pallet.

### Certifications

Brc, Ifs, Iso

### Shelf life

120 days



"Coati is now committed to a new growth strategy, launched by the second generation of the Coati family, which has invested in its plants to improve production and achieve maximum efficiency for each product. For instance, for the cooked ham destined for Horeca, the yield was improved, creating a product with a low percentage of waste, while for the product destined for the counters of large-scale retailers greater attention was paid to both the taste and the 'beauty' of the slice. Coati pays great attention to providing solutions aimed at meeting the modern needs of consumers. Our flagship line, called 'Slow Cooking', is focused on low-temperature processing."

Massimo Zaccari,  
sales manager

## Terre Ducali – Prosciuttificio San Michele

www.terreducali.it

Started up in 1975, Prosciuttificio San Michele is located in the heart of Parma, town famous for the production of Prosciutto di Parma, and is nowadays one of the most dynamic firms operating in the cured meat field. A growth path that relied on the care paid to the environment, to safety and hygiene control rules, animals breeding and well-being, ensuring a complete and transparent product traceability as testified by the many prestigious certifications the company has been awarded with.

### Incidence of the PL on turnover

48%

### Export share of the PL

25%, mainly France and Northern Europe

### Channels served

large-scale retail, discount

### Products available

pre-sliced and pre-packed cured meats

## FIOCO HAM 90 G PRE-SLICED WITH ARTISAN PROCESSING



The Fiocco ham is a traditional cured meat from Parma. Sweet and full of flavour, it perfectly pairs with bread or focaccia. In order to create this product, the anatomic cut called Fiocco and deriving from the Italian pork leg is used. The salting is done by hand using natural ingredients only. A careful and adequate curing process gives a unique quality to this product in terms of aroma and flavour.

### Ingredients

Pork meat, salt, dextrose, natural flavourings, spices, antioxidant: sodium ascorbate (E301); preservatives: potassium nitrate (E252), sodium nitrite (E250).

### Available sizes and packaging solutions

90 g, sliced in a protective atmosphere

### Shelf life

80 days

### Certifications

Emas (Eco management and audit scheme), Ifs, Brc, certified productions for US, Canada, Japan, Hong Kong, Australia, IT CPB 8922 (Organic), UNI EN ISO 22000:2005 (food safety), Bse Ohsas 18001:2007 (Occupational health and safety assessment series).



"Our private label products come mainly from our proposals, aimed at satisfying the clients' needs. Needs that we meet through a deep analysis and direct 'experience' of the market. We increasingly focus on the high quality of semi-finished products for slicing, with a high service added value, flexibility and openness towards our customers. In recent months, we have noticed a return to experimentation and the desire to innovate, for a greater market differentiation, of many large-scale retailers."

Igor Furlotti,  
sales manager

## RISERIA CREMONESI 1951

www.cremonesi1951.it

Riseria Cremonesi was founded in 1951 by Egidio Cremonesi (who was named 'Knight of Labor' for his contribution to the country's social and economic progress), in Bovolone, in the suburbs of Verona. Today it is managed by his grandchild, Tommaso Cremonesi, and has just celebrated its first 70 years of activity. The company produces rice and its derivatives in different sizes of packagings. It deals with different targets, from end customers to high-end restaurants.

### Incidence of the PL on turnover

20-30%

### Export share of the PL

around 50%

### Channels served

large-scale retail, discount, food service

### Products available

Italian rice of many varieties (both entry and premium quality)

## ROUND GRAIN RICE NATURFARM

Private label Round grain rice packed in protective atmosphere. The pack has a dosing bar that facilitates the user. It is a production dedicated to Czech Republic and Slovakia.

### Ingredients

Round rice

### Available sizes and packaging solutions

1 Kg, DFC standing pack in protective atmosphere

### Certifications

Ifs 2020

### Shelf life

24 months when sealed



"A single pack in modified atmosphere and the versatility of unique productions with dedicated packs. These are our key strengths. This year we celebrate 70 years since foundation. And since the very beginning, we have been establishing strong and long-lasting business relationship, also thanks to the constant participation in dedicated trade shows."

Adele Cremonesi,  
sales and marketing assistant

follow

Angelo is our influencer.

When it comes to Grana Padano PDO, we listen to Angelo, cheese maker for over thirty years in Bassano del Grappa. Agriform products are the result of the work of some of the top dairies in Northeastern Italy; we oversee every step in the production process to ensure our highest quality cheeses.



www.agriform.it

ANGELO BRESSAN  
GRANA PADANO PDO  
CHEESE MAKER







## INSIGHT - PRIVATE LABEL

### Grandi Riso

www.grandiriso.it/en/

Grandi Riso is born from the experience of the Grandi Family, who has been working in the rice industry for more than four generations. Over the course of the years, the family's commitment has turned Grandi Riso from a local business into a global one. The core of the Grandi Riso high quality standard lies in the choice of directly managing the entire production process. The quality department carefully supervises every step, from the paddy drying until the production process. To preserve the quality, raw materials are submitted to severe tests before entering the production process.

**Incidence of the PL on turnover**  
about 70%

**Export share of the PL**  
50%, mainly Australia, US, Canada, Brazil, Mexico, France, Germany, Croatia, Hungary, Slovenia, Austria, Russia

**Channels served**  
food service, large-scale retail, discount

**Products available**  
rice, especially for 'risotto', both conventional and PGI, Arborio and Carnaroli variety

### PGI CARNAROLI RICE



The Grandi's PGI Po Delta rice is the guarantee of a product that comes exclusively from an uncontaminated territory, preserved from smog and far from industrial sophistication. Grains have greater flavor and richness of potassium thanks to the beneficial influence of the sea. The quality of PGI rice is certified by the Po Delta Consortium, which ensures only 100% pure rice. Due to higher quantities of amylose present within the rice, it keeps its shape better than other forms of rice during the cooking. It is particularly indicated for making risotto.

#### Ingredients

100% PGI Carnaroli Rice

**Available sizes and packaging solutions**  
1 kg vacuum-pack in folded box

#### Certifications

Brc, Ifs, Kosher

#### Shelf life

24 months

Umberto Canale,  
export manager

### Italpepe

www.italpepe.com

Italpepe, Italian specialized producer of spices and seasonings, is committed to guarantee the highest standards of quality, safety and hygiene of products. The working activity relies on the Haccp self-control system, strengthened by the application of the international standards Brc and Ifs.

**Incidence of the PL on turnover**  
about 20%

#### Export share of the PL

5%, mainly China, Canada, US, Brazil, Western and Central Europe

#### Channels served

large-scale retail, Horeca

#### Products available

spices, aromatic herbs, salt and pepper grinders, seasonings

### BLACK PEPPER GRINDER



Black peppercorns in a glass jar with grinder cap.

#### Ingredients

Black peppercorns selected from the best plantations of the tropical belt.

#### Certifications

Brc, Ifs, Organic

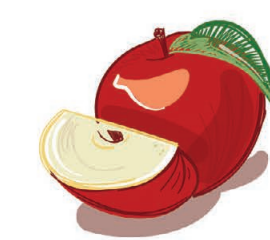
#### Shelf life

36 months

"Ours is a dynamic, quick and flexible company, which allows us to manage also PLs with limited numbers and volumes. Thanks to the Vitaletti Academy, we are able to quickly detect and implement all market signs. The Academy, in collaboration with a team of chefs and experts in marketing, communication, food and wine and innovative materials, creates the most suitable blends and packaging solutions according to customers' requests and to the culture of the country in which the products will be introduced. We constantly dialogue with our customers and invest in innovative technologies that quickly collect data and provide timely support to all those who have decided to believe and invest in Italpepe products by integrating them into their product assortments. In most foreign market, we have recently seen an exponential increase in interest in our line of seasonings."

Stefano Vitaletti,  
sales manager

# SUPER FRESH. RAW AS IN NATURE



## FRESCHIE IDEE. UNIQUE AND SUSTAINABLE.

**5 new products** processed from **RAW fruit**. A product as wholesome as in nature with a totally recyclable and environment friendly pack. Thanks to **HPP (High Pressure Processing) technology** all our puree are **truly fresh** and preserve the nutritional content of fruit, **rich in enzymes, vitamins and mineral salts**.



## Taste nature.

Discover our new range of **RAW FRUIT PUREE** and our **ORGANIC FRESH FRUIT EXTRACTS** on **FRESCHIEIDEE.IT**

follow





## INSIGHT - PRIVATE LABEL

### La Doria

www.gruppoladoria.it

La Doria is a family company founded in 1954 in Angri, the Italian historical heart of the tomato processing area. Significant family involvement, absolute commitment to quality and tradition, attention to natural and healthy food typical of the Mediterranean diet are the fundamental elements of La Doria's success. La Doria is also a historical producer of pulses, fruit juices and pasta sauces. Today the company, listed on the Italian Stock Exchange market, is the first largest producer in Europe of peeled and chopped tomatoes and preserved pulses in retail segment and the first largest producer in Europe of pasta sauces in the private label segment.

**Incidence of the PL on turnover**  
97%

**Export share of the PL**

80%, 65.7% in Northern Europe (on top Uk and Scandinavian countries). Other key countries are Australia, Japan and Germany

**Channels served**

large-scale retail, discount

**Products available**

27.1% of revenue is generated by pulses, canned vegetables and pasta; 21.1% by tomato derivatives; 13.4% by sauces; 8.5% by fruit and 29.8% by other products under the Ldh (La Doria) Ltd. brand sold in the Uk

#### LA DORIA CHOPPED TOMATOES 400 G



La Doria Chopped tomatoes is obtained from freshly picked and peeled tomatoes, stripped of seeds and then chopped into small cubes, to which their juice is added. It is a very special product because it combines tomato juice with its pulpy part, and being processed fresh it maintains the intense aroma and bright red color of summer raw tomatoes. It is ideal for seasoning pizza or egg pasta, for recipes based on vegetables or fish, for cooking at high temperatures (such as in the oven) and long cooking thanks to the high water content.

#### Ingredients

Tomato, tomato juice, acidity regulator: citric acid (E330). Tomato origin: Italy

#### Available sizes and packaging solutions

Can: 236ml, 425 ml, 850 ml, 2650 ml; Paper carton brick (Combi): 200 ml, 300 ml, 375 ml, 400 ml, 500 ml; Glass bottle: 720 ml

#### Certifications

Friend of the Earth, Brc Food, ISO 22500, ISO 26000

#### Shelf life

36 months



*"La Doria is specialized in the creation of Private label brands. Hence, 97% of the company turnover is generated in this sector. In the UK, for instance, we are market leader in the category of Private label tomato products and baked beans. In such a highly competitive market, there are many strengths we rely on. Starting from high quality products at competitive prices, up to the high customization of recipes, packaging and service for our customers. The strong industrial efficiency that distinguishes La Doria allows us to guarantee high production volumes able to meet the needs of the largest retail chains. Furthermore, the long experience in the sector and the specialized know-how in the production of PL products has always allowed us to establish long and consolidated relationships with retailers, for which we are not just simple suppliers, but real partners".*

Giuseppe Tammaro,  
Italy sales manager

### Marcozzi

www.marcozzibrand.it

The Marcozzi company is engaged in the production and marketing of high-quality artisan egg pasta. Our 'Maccheroncini di Campofilone' are the only Italian egg pasta which have obtained the PGI recognition (Protected Geographical Indication). Our 100% made in Italy specialties are known across all Europe for their naturalness, their carefully selected ingredients, unique packaging, typically artisan process, strong link with the local territory, quality in terms of yield, good taste, convenience, lightness and ease of cooking.

**Incidence of the PL on turnover**  
5%

**Export share of the PL**

10%, Austria and Germany

**Channels served**

large-scale retail, discount

**Products available**

Campofilone's pasta in the following shapes: fettuccine, tagliatelle, pappardelle, maccheroncini di Campofilone PGI

#### FETTUCCINE DI CAMPOFILONE



Marcozzi's pasta contains 35.30% of eggs, a very high percentage if compared to other egg pastas (average content 22% of eggs). This gives pasta an important nutrition intake, especially in protein. The low temperature, slow drying process - roughly 1/2 days, according to the cut of pasta - determines the quality of the product. This is the only way to obtain a product that keeps its properties and nutritional values intact. Campofilone's pasta has an exceptional cooking yield: with a 250 g pack, 4 portions can be obtained. The obtained extra thin dough, hard and elastic, remains porous giving the pasta its rough appearance and a very delicate taste to the palate.

#### Ingredients

100% Italian eggs and durum wheat semolina

**Available sizes and packaging solutions**  
250 g paper case

#### Certifications

UNI EN ISO 9001, Brc grade A, Ifs Higher Level, Organic, Vegan OK, Fda Approved + Fsm

#### Shelf life

28 months

Barbara Marcozzi,  
sales manager



*"The totally artisanal production, the ingredients of 100% Italian origin, the connection with the territory. These are our main strengths. In addition to the high cooking yield and great digestibility. Over the last year, we have received many input from our customers, mainly in regard to more information on the origin of the ingredients and environmental protection. Hence, our pack is fully recyclable in the paper stream and we use energy from renewable sources. In addition, the eggs and semolina we use are 100% of Italian origin. Our goal is the loyalty of end-consumers, providing them with real products of excellence."*



### Pastificio Fratelli De Luca

www.pastadeluca.it

Pastificio Fratelli De Luca is one of the most ancient Italian producers of dried pasta factories manufacturing dried Italian macaroni products in Abruzzo. The family's activity started in the 19th century and has been constantly developing throughout the years. In Italy only few companies produce pasta with the low temperature drying process (under 60°C). This kind of process preserves the organoleptic and nutritional qualities of the raw materials and allows the production of high-quality pasta. Due to this process, special shapes such as giant shapes and Lasagna can be produced at a low price.

**Incidence of the PL on turnover**  
around 40%

**Export share of the PL**

foreign markets account for a major share, mainly directed to Canada, US, Philippines and Japan

**Channels served**

large-scale retail, discount, gourmet shops

**Products available**

more than 100 pasta shapes (short, long, big, nest, organic, ancient grains like spelt, oat, Khorasan, kamut and Senatore Cappelli)



#### DE LUCA SQUID INK SPAGHETTI N. 212

Spiced wheat semolina pasta. It is obtained after a long drying process at low temperatures. It is packaged in 500 g bags. The composition of the cartoon is 12 packages of 500 g each.



#### Ingredients

Durum wheat semolina, water, squid ink 3%

**Available sizes and packaging solutions**

This kind of product is usually made using a package with neutral film and cardboard U-bolt. The packaging can be adapted to the customer's needs.

#### Certifications

FSSC 22000, ISO 9001

#### Shelf life

36 months

*"Our main strength is flexibility, that is to say the ability to adapt to customer requests. Especially in the production of the most complex pasta shapes, that for example require very long drying times. The pandemic has negatively affected many sectors and industries, but luckily not the Italian food production. Pasta consumption has not been affected, on the contrary, it has been one of the most requested and appreciated food item also abroad. Organic, in particular, has been playing in recent years an increasingly fundamental role. A trend that I believe is likely to continue for the years ahead come. As for the creation of the PL products, it is a work that we carry on in synergy with our customers. First, the raw materials are chosen. Followed by the product 'dress', that is the packaging. There is plenty of shapes, sizes and processing methods that clients can choose among, since we try to satisfy all needs".*

Alessandra Di Luca,  
ceo

### Pedon

www.pedon.it

Pedon is an Italian family company. Since 1984 it has been a benchmark all over the world in the field of selection, processing and distribution of pulses, grains and seeds. Since the very beginning the company has proposed a new approach to food that combines well-being, good taste and respect to the environment. The retail unit markets the product for the leading retailers, under its own brand or with the most important PL and exports in more than 30 countries.

**Incidence of the PL on turnover**  
70%

**Export share of the PL**

60%, in Europe (like Belgium, Spain, France) and North America

**Channels served**

large-scale retail, discount

**Products available**

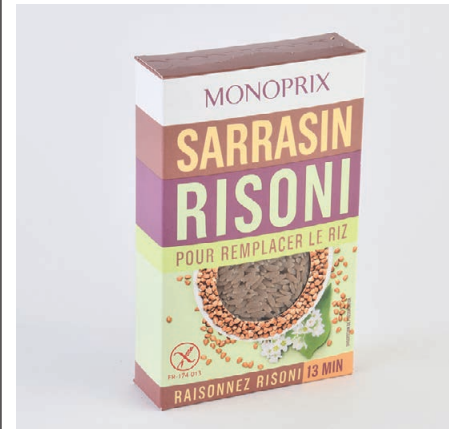
pulses, cereals (conventional, organic, of Italian supply chain), quick cook products and mixes of pulses and cereals.



*"Pedon, through the Pedon Solutions division, is a point of reference for the development of Private label projects in the pulses, cereals and seeds category. To our customers we are real partners, capable of seizing the best opportunities in terms of recipe, features and innovation. Pedon Solutions has always guaranteed an added value to its client's Private label offer. The basis is an approach aimed at observing modern consumer trends, which derives directly from the company's long experience in international markets and the ability to translate them into the target market. In addition, we can rely on cutting-edge industrial plants, able to offer products with a high service content. Always respectful of the structural and organoleptic characteristics of its natural ingredients. Dynamism, flexibility and reactivity required by our customers and found in Pedon Solutions have allowed us to optimize the offer on the shelf, guaranteeing product stocks even in the hardest times of the pandemic."*

Andrea Zammattio,  
category manager Private label

#### SARRASIN RISONI



A perfect alternative to traditional rice, 100% made of buckwheat flour, gluten free and ready in just 13 minutes.

#### Ingredients

100% buckwheat

**Available sizes and packaging solutions**

Carton box, 300 g

**Certifications**

Gluten free - Afdiag

#### Shelf life

36 months





## INSIGHT - PRIVATE LABEL

### Gino Girolimoni Cooperativa Agricola

www.girolimoni.it

Gino Girolimoni was the pioneer of the organic ethos, an intellectual and activist, and above all, a farmer. His dream was to restore dignity to his land and its guardians, his fellow farmers. He was able to bring a hill back to life, planting and transforming wheat into pasta. Today, the Gino Girolimoni cooperative keeps working to ensure that this dream continues to sow the seeds for a truly sustainable economy. A 100% organic company that uses only 100% Italian wheat and 100% energy from renewable sources.

**Incidence of the PL on turnover**  
more than 40%

**Export share of the PL**  
around 90%, mainly in Germany, Usa, Canada, Uk, Israel, Saudi Arabia, Kuwait and Iceland

**Channels served**  
specialized organic shops, large-scale retail

**Products available**  
durum wheat semolina pasta and spelt specialties, in all shapes (long, short pasta, soup pasta)

#### ORGANIC DURUM WHEAT PASTA



Made from wheat cultivated in Italy by the cooperative's farmers and milled in the company's mill close to the pasta factory. Pasta is dried slowly to preserve as much as possible the nutrients, flavors and scents of wheat. Pasta can also be bronze extruded to better retain sauce.

#### Ingredients

Organic durum wheat semolina

#### Available sizes and packaging solutions

All shapes of pasta (long, short and soup), made from organic durum wheat (whole, semi-whole or white) or ancient grains (Emmer, 'Cappelli' durum wheat, Khorasan wheat) and packed in either PP plastic bag or paper bag.

#### Certifications

Organic, Ifs, Jas, Ofdc, Kosher

#### Shelf life

36 months after production for the organic durum wheat pasta, 24 months for the organic whole durum wheat pasta



"Our greatest strength is the 100% integrated supply chain, from field to pasta. The farmers, who are members of the cooperative, supply the wheat that is milled in our own mill, located near the pasta factory, which can process pasta in a totally controlled way and at 0 km. Our story started in the 1980s, when we produced pasta for an important German brand. From then on, the collaboration with different distributors who operate in different countries and markets began. In 2020 we focused almost exclusively on production capacity in order to satisfy the needs of our customers. In 2021, however, our focus is set on packaging: we want to offer 100% sustainable solutions."

Giovanni Girolimoni,  
president

### Sudalimenta

www.tiberino.com/en/

Tiberino firstly appeared in 1888 as the name of a little Italian fine foods shop in the heart of Bari old town (Apulia). Since then, four generations of Tiberino's have handed down the family's knowledge from father to son. Now as then, the main commitment is offering unique and delightful fine foods to allow anybody to enjoy the pleasure of a real Italian meal. In 2007 the company started supplying Nasa, for the first time in history, a real Italian menu for the crew of ISS (International Space Station). According to its tradition and philosophy, the company is daily committed to select the best ingredients, turning them into good and healthy products thanks to a natural dehydrating and artisanal production process.

**Incidence of the PL on turnover**  
30%

**Export share of the PL**  
100% in Japan, US, Holland

**Channels served**  
large-scale retail, e-commerce

**Products available**  
one-pot ready meals under vacuum

#### TIBERINO ONE-POT READY MEALS

Almost 100 recipes of pasta, risotto, soups easily cooked in a pan, without adding any further ingredient but water and some oil. Only 100% natural ingredients, no preservatives, chemical additives nor coloring.



#### Ingredients

Pasta (short & long shapes), dehydrated ingredients (mushrooms, broccoli, tomatoes, basil, capers, vegetables: aubergines, zucchini, pumpkin, garlic, onion, paprika, curry).

**Available sizes and packaging solutions**  
200 - 270 g, it depends on item and pasta shape.

#### Certifications

Ifs, Fda.

#### Shelf life

2 years



"In a few minutes, our products allows to obtain an excellent first course of the Italian and Mediterranean tradition. Just by adding the content of the bag in boiling water. This products is highly appreciated by international customers, since it combines the refined taste of an Italian first course with a fast preparation, without sacrificing the quality of 100% natural ingredients, which ensure an authentic and healthy flavor, typical of Italian food. Our PL products originate from a strong partnership with importers and distributors. Also thanks to our quality, marketing, sales and production offices that, in complete synergy with them, quickly meet all customers' needs in all markets."

Raffaele Tiberino,  
ceo

# NEGRI<sup>®</sup>

ALTA SALUMERIA ITALIANA

## NOVECENTO

NOVECENTO is an Italian cooked ham product made from large-size pig thighs handcrafted.

The peculiarity of this fantastic product is the smoothness on the palate, the slice made up of a lean heart with a delicate taste and a white rim of very sweet and very soft fat which makes the product truly exceptional.



NEGRI SRL Sede Operativa // Operating Office

via Napoli, 11 - 41016 Novi di Modena (MO) - Italy

Tel +39 0425 1666183 - info@negrisalumi.it

www.negrisalumi.it



GUARDA IL SITO

# NEGRI<sup>®</sup>

ALTA SALUMERIA ITALIANA



# INSIGHT - PRIVATE LABEL

## Arrigoni Battista

www.arrigoniformaggi.it/en/

Arrigoni is one of the largest Italian dairy and cheese producers. Arrigoni has become a leading producer of Taleggio and traditional cheeses, such as Gorgonzola, crescenza and Quattrolo Lombardo. The strong point that has enabled the company to achieve such results over the years is the use of a complete supply chain: from the raw material to the finished product, from the land and farms to packaging and sales strategies.

**Incidence of the PL on turnover**  
around 40%

**Export share of the PL**

35% in Germany, Switzerland, Uk, Canada, Austria, Hungary, Norway, France, Romania.

**Channels served**

large-scale retail, discount.

**Products available**

Gorgonzola PDO, Taleggio PDO, Quattrolo Lombardo PDO, crescenza, primo-sale, spreadable cow's milk cheese, fresh soft cheese.

### QUATTIROLO LOMBARDO PDO



Quattrolo Lombardo was already known in the 10th century as 'the squared stracchino', a variety of very soft cheese. The name of this cheese reflects the traditional use of a particular type of late summer seasonal forage: the quattirolo herbage, found in the plain areas of Lombardy. With the evolution of different forms of breeding cattle, the technology and transformation of milk has remained intact in time, respecting traditional consolidated customs.

#### Ingredients

Cow's milk, salt, rennet.

#### Available sizes and packaging solutions

Whole form (about 2,6 kg, paper and vacuum), ½ form (paper and vacuum), thermo-sealed tray 200 g.

#### Certifications

Brc, Ifs, Organic.

#### Shelf life

40 days from packaging.



*"Our complete supply chain, a wide range of products, which includes both organic cheeses and Pdos – Taleggio, Quattrolo Lombardo and Gorgonzola – and several certifications: these are Arrigoni Battista's points of strength. In addition, we have established with our clients a solid relationship of trust and fidelization, thanks to our quality systems and certified supply chain. Such a consolidated partnership enables us to develop private label products which perfectly meet our clients' needs, who, over the last year, paid more and more attention to green packaging".*

Marco Arrigoni,  
president

## Ca.Form

www.fiordimaso.it/#dolce-vita

Ca.Form is daily committed to a food model based on safety and transparency. The company wants food to be a pleasure of life to share with the beloved ones, to bring everyone the joy that only good food can give. "Doing good by producing good" represents Ca.Form's vision and its way of doing business. Working every day to produce quality cheeses and cured meats that can be shared with people, contributing to their well-being and social welfare, using healthy and genuine ingredients, respecting animals, nature and the environment is the daily mission of every person in the organization.

**Incidence of the PL on turnover**  
20%

**Export share of the PL**

8% in Europe, Japan and US.

**Channels served**

large-scale retail, discount.

**Products available**

pre-packed cheeses.

### RED WINE AND PROSECCO CDO CHEESE BOX



The product comes with two types of cheeses aged in red wine and Prosecco DOC. The proposed packages are of 200 g fixed weight in vacuum.

#### Ingredients

Red wine cheese: cow's milk, salt, rennet, preservative E1105 lysozyme (from egg). Preservative in crust E202. Aged in red wine Cabernet.

Prosecco DOC cheese: milk, salt, rennet, Prosecco DOC (0.1%), crust preservative: E202. Aged on the rind in Prosecco DOC wine. Inedible rind. It may contain sulphites.

**Available sizes and packaging solutions**  
200 g fixed weight in vacuum or protective atmosphere.

#### Certifications

Fssc 22000, Brc, Ifs, Bio, Us Army Phc.

#### Shelf life

5 months.



*"Over the last year, our clients paid increasingly attention to food safety. In addition, the demand for eco-friendly packages increased. For this reasons, we can offer them a complete supply chain and a wide and high-quality and certified range of products. We also make available several packaging solutions: rustic paper, vacuum, neutral film, skin fresh pack. Our private label products, in fact, are created following market analysis and with the aim of offering brand-new items and services".*

Massimo Pedrali,  
managing director

## Castelli – Gruppo Lactalis Italia

www.castelligroup.com

Tradition and quality are the guidelines of the Castelli Group, active in the dairy sector since 1892, in Italy and abroad, where it is a leading exporter of Parmigiano Reggiano. Over the years, the group based in Reggio Emilia has progressively expanded, reaching plants located mainly in Italy for the production of Pdos, including production, maturing and packaging centers. To these are added various distribution platforms and branches in Europe. Today it is among the most important producers and distributors of Pdos and typical Italian cheeses.

#### Export share of the PL

around 70% in Eastern Europe, Latin America, Asia, France, Uk, Germany, Poland, Scandinavia and Canada.

**Channels served**

80% large-scale retail, 20% food service.

**Products available**

Parmigiano Reggiano; Grana Padano; Gorgonzola; Taleggio; Pecorino Toscano; Mozzarella di bufala campana and Mozzarella Stg (traditional specialty guaranteed). In addition, the range includes cow's milk mozzarella, stretched curd products (provola and scamorza, white and smoked naturally on beech wood), ricotta (cow, buffalo and sheep) and mascarpone.

### CASTELLI PARMIGIANO REGGIANO 30 MONTHS

The goodness of the tradition of Parmigiano Reggiano, in its 30-month maturation in which it offers a bouquet of unique flavors in a handy paper case.



#### Ingredients

Milk, rennet and salt.

#### Available sizes and packaging solutions

Wedge 150 g in paper box.

#### Certifications

Pdo, Brc, Ifs.

#### Shelf life

180 days.



*"Castelli Group's mission is to place itself alongside retailers by providing a service creating added value, through an extremely wide range of Pdos and typical Italian cheeses; as well as by guaranteeing flexibility in terms of types and sizes, trying to satisfy all market needs. Castelli Group is proud to be able to collaborate with the most important national and international chains for the production of PL branded products, supporting customers in the development of product and packaging innovations. We have always valued the goodness of our range by focusing on quality, origin and innovation and with this philosophy we are present throughout Europe, in the United States and we aim to extend to Asia and Latin America. We offer a wide and deep assortment and a very wide choice of formats and sizes in different types of products, made with milk from selected farms and, in the case of Pdos, with Italian milk from the specific territory. In addition, European customers can also inspect the plants before purchase, require certifications and establish strict rankings of quality and reliability. The quality of the Castelli Group products is ensured by the over 3,500 daily checks carried out in all the company's plants and by the Brc and Ifs quality certifications".*

Stefano Ziliotti  
sales & marketing manager

## Centrale del Latte d'Italia

www.centralelatteitalia.com

Centrale del Latte d'Italia was born in 2016 by the merge of Centrale del Latte di Torino and Firenze, leading companies in their regions: Piedmont, Liguria, Tuscany and Veneto. In 2020, with the acquisition by Newlat Food Spa and the portfolio enlargement with Polenghi, Optimus, Giglio, Ala, Torre in Pietra, Matese, C.le di Salerno and Fior di Salento brands, it has become the third player on the Italian dairy market. Since the beginning, Centrale del Latte d'Italia has always been a synonym of quality and food safety, guaranteed by selecting the best raw ingredients and scrupulously monitoring products throughout all stages of the production cycle.

**Incidence of the PL on turnover**  
4,5%

**Export share of the PL**

53.5% in Europe (eg. Germany and France), extra-Eu countries (eg. Usa and Canada).

**Channels served**

large-scale retail, discount.

**Products available**

mascarpone cheese, béchamel sauce, milk, cream.

### MASCARPONE



Mascarpone cheese is an Italian typical product, traditionally made for a thick and creamy texture. Famous for its sweet taste of cream and roundness, it is widespread in Italy and also in the world due to its taste and its versatility. The mascarpone of Centrale del Latte d'Italia is obtained with the best Italian cream that gives it a sweet and delicate flavor. Its soft taste and its homogeneous consistency make it particularly suitable for all kind of preparations. The company can provide different recipes with various fat content (36%, 39%, 41%) to meet the various requests that may come from customers.

#### Ingredients

Cream from pasteurized cow's milk, acidity regulator: citric acid.

**Available sizes and packaging solutions**  
250 g, 500 g, 2 kg bowls, 10 kg bag.

#### Shelf life

120 days.



*"The creation process of a product begins once we have clinched a deal with our client. Together we choose the product's characteristics: origin of raw materials, size, packaging... Therefore, we design the package's graphics, which is verified by both the office department of the product plant and of the client. Only then, the product can be put up on sale. Our points of strength are the Italian raw materials and our widespread presence on the territory".*

Luca Musumarra,  
marketing & communication manager



# INSIGHT - PRIVATE LABEL

## Cilento

www.cilentospa.it/en/

Cilento is a family company that boasts a three-generation experience in the production of fresh Italian cheeses: Mozzarella di bufala campana PDO, Mozzarella di bufala campana PDO lactose free, buffalo's milk burrata, organic buffalo's milk mozzarella, buffalo ricotta, frozen buffalo's milk mozzarella, frozen buffalo's milk burrata.

**Incidence of the PL on turnover**  
around 50%

**Export share of the PL**  
around 50% mainly in France and Germany.

**Channels served**  
mainly large-scale retail.

**Products available**  
mainly Mozzarella di bufala PDO. We obtained satisfying results from PL projects including our new Burrata di bufala.

## BURRATA DI LATTE DI BUFALA



Burrata di bufala is an authentic Italian recipe, handcrafted by expert artisans. Creamy heart with a delicious taste of fresh buffalo's milk and cream.

### Ingredients

Pasteurized buffalo milk, buffalo cream (40%), whey, salt, rennet.

**Available sizes and packaging solutions**  
Pot 200 g and 125 g.

### Certifications

Ifs; Brc; Iso 9001:2015.

### Shelf life

24 days.



*"Our private label products are created to meet the needs of consumers, who are loyal to the retailer's brand. That's why we offer well-appreciated and reliable products".*

Damiano Cilento,  
sales director

## Inalpi

www.inalpi.it

Inalpi, a dairy company founded in 1966, with a turnover of over 170 million euros, is today one of the largest Piedmont-based dairy producers. It collects around 650 thousand liters of raw material daily from the 400 suppliers who have signed the short supply chain protocol and produce under the control of Inalpi. With an investment of 148 million euros for 2021-2025, Inalpi will bring the daily quota to 1 million and 400 thousand liters, equal to 50% of the milk produced in Piedmont.

### Export share of the PL

Inalpi exports in 34 countries both in and out of the European community.

**Channels served**  
large-scale retail.

### Products available

sliced cheese, spreadable cheese, butter, mozzarella, grated cheese, yogurt and natural cheese.

## SLICED PROCESSED CHEESE



Sliced processed cheese: every slice is wrapped individually, wide range of formats, recipes, and colours of the slices. Though modern production and packaging plants, Inalpi offers the customer a tailor-made product in a wide range of options to be combined to obtain the final reference desired: besides choosing the recipe, the customers can decide the grams of each slice, the number of slices in each package, the number of packages per case, and the number of cases per pallet.

### Ingredients

The recipe is agreed with every single customer.

**Available sizes and packaging solutions**  
From 150 g to 1 kg.

### Certifications

Uni En Iso 9001, Fssc22000, Brc Standard, Ifs, Uni En Iso 14001, Sa8000 per la responsabilità sociale, Halal, Kosher, Uni En Iso 2200, Iso 45001, organic production, Aeo Authorized Economic Operator.

### Shelf life

9 months.



*"Our endless work on the research and development of our short and certified supply chain makes Inalpi a strategic partner for retailers. For their private labels, in fact, we make high-quality products, which are the natural outcome of our daily efforts. For this reason we are the ideal partner to create products which represent our founding values: making good, fair and safe products. We also have a vocation for innovation, which we translate into action, for example, with the creation of our research&development center In-Lab Solutions".*

Pierantonio Invernizzi,  
marketing & sales manager

## Mario Costa

www.mariocostagorgonzola.it

Dairy producer of sweet and spicy Gorgonzola, founded in 1919 by Mario Costa, a passionate entrepreneur who in the early 1920s created the "Sweetened Costa", which has been marketed since 1924 and has won him awards in Italy and abroad. In 1999 Mario Costa launched a product that would have later become its flagship: Sweetened Costa Gran Riserva. The company aspires to create high-end products – while guaranteeing sanitary standards, thanks also to the voluntary certifications held by the company (Brc, Ifs, Fssc, Iso 22000). It also pays attention to the quality and genuineness of the product, while respecting the environment. At this aim, Mario Costa, which moved after 80 years from the historic headquarters in Novara to Casalino, has transformed itself into a company with minimal environmental impact.

### Incidence of the PL on turnover

around 15%

**Export share of the PL**  
around two thirds of the PL turnover is made abroad (mainly Switzerland).

**Channels served**  
mainly large-scale retail, wholesalers/importers.

**Products available**  
almost exclusively Gorgonzola.

## GORGONZOLA PDO



Soft, fat, raw cheese, produced exclusively with whole pasteurized cow milk. PDO cheese produced according to the standard of production.

### Ingredients

Pasteurized cow milk, rennet, salt.

**Available sizes and packaging solutions**  
200-220 g

**Certifications**  
(PDO product) Brc, Ifs, Fssc, Iso 22000.

### Shelf life

30-45 days.



*"Our points of strength are the products' quality – retailers often look for premium or for the best value for money products – as well as the sanitary standards of our production plants. Private label items, in fact, are realized to fidelize consumers to the chain. We also take into account the incidence that each product has on the retailer's sales".*

Davide Fileppo Zop,  
managing director

follow



Since 1957 the Palazzo family has been producing dairy products in the traditional way with whey starter culture, so that you can enjoy the natural and authentic flavour typical of the Murgia Area in Puglia (Italy). Today our new cups, inspired by the architectural and landscape views of our land, contain the same passion as yesterday.



## INSIGHT - PRIVATE LABEL

### Sorì Italia

www.soritalia.com

Sorì Italia is an Italian company with almost two centuries of experience in the production of Mozzarella di bufala campana PDO, cow milk mozzarella, fior di latte for pizza, and ricotta cheese. Products that take advantage of the unique characteristics of their territory: the Roccamonfina Park, with its water source. The company exports to different countries in Europe and outside the EU, providing customers with two different production lines: the Fresh line, having a shelf life of 25 days, and the Frozen one, having a shelf life of up to 18 months. Its quality standards are certified by announced and unannounced audits. Sorì Italia able to adapt to our customers' needs and guarantee efficient logistics both in Europe and all over the world.

**Incidence of the PL on turnover**  
65%

**Export share of the PL**  
70% in Germany, Uk and France.

**Channels served**  
mainly large scale market.

**Products available**  
Mozzarella di bufala campana PDO.

### MOZZARELLA DI BUFALA CAMPANA PDO



Sorì's production maintains the characteristics of the artisanal tradition, combined with the volumes, the constancy and the quality standards proper of the industry: quality and craftsmanship in a single product. Sorì's Mozzarella has a spheroidal shape and a porcelain white colour, while the crust is glossy. Its texture is elastic made of overlaying leaves. When cut, buttermilk comes out. It tastes intense and sweet, slightly acidic.

#### Ingredients

Buffalo milk, natural whey starter, rennet, salt.

#### Available sizes and packaging solutions

From 15 g to 500 g, in pillow bag, cup or tray.

#### Certifications

Iso 9001:2015, Ifs, Brc, Etica, Sedex, Allevamenti del Benessere.

#### Shelf life

Up to 30 days.



*"Flexibility, rapidity, logistics and constant products are the characteristics that our clients appreciate the most. Our company stands out also for its certifications and for some other production features, such as the use of spring water and the traditional making. Over the last year, we observed that our clients are asking us to modify their packages with the storytelling of the producer or, in some cases, with the two brands".*

Giovanni Boncompagni,  
sales manager

### La Contadina Soc. Coop.

www.caseificiocooplacontadina.com

The history of La Contadina began in 1950. It was initially a small farm, then it became a company and finally a cheese factory specializing in the production of fresh cheese and pasta filata (stretched curd). It currently produces mozzarella, burrata and other products – also available in organic and lactose-free versions - made exclusively with buffalo milk.

#### Incidence of the PL on turnover

around 40%

#### Export share of the PL

70% in Uk, Portugal, Poland, France, Germany, Usa.

#### Channels served

mainly large-scale retail.

#### Products available

Mozzarella di bufala campana PDO, mozzarella made with buffalo milk, buffalo milk burrata.



### MOZZARELLA DI BUFALA CAMPANA PDO

Buffalo Mozzarella PDO made with fresh buffalo milk.

#### Ingredients

Buffalo milk, salt, rennet.

#### Available sizes and packaging solutions

125 g in a bag

#### Certifications

Ifs, Brcs, Organic, Fda.

#### Shelf life

34 days.



*"Our costumers look for and develop more and more products in order to have a complete range of private label products for each category. Each item is the result of in-depth market and sales trends analysis. We choose the most suitable package for the products selected. Finally we work to obtain the attended result as fast as possible. We are efficient and we provide support throughout the whole design process as well as after the product launch".*

Nadia Morgillo, sales manager



### Parmareggio

www.parmareggio.it - www.agriform.it

On January 1st, 2021, the largest Italian company in the world of PDO cheeses was born from the merger between Agriform and Parmareggio, two leading companies, respectively in the sectors of Grana Padano PDO and Parmigiano Reggiano PDO, from Veneto and Emilia Romagna. This complementarity is allowing it to achieve important goals, both in Italy and abroad, and to represent a reference point in the Italian agri-food sector. The combination of their production chains - made up of over two thousand breeders and about twenty dairies - and their commercial networks, as well as common, strong, cooperative roots, allowed them to build an even more solid company and to add value to the products that they put into the market.

#### Incidence of the PL on turnover

27.4% (aggregate data Parmareggio and Agriform)

#### Export share of the PL

45.7% (2020 aggregate data Parmareggio and Agriform) mainly in Canada, Usa, Switzerland, Germany, Sweden and Australia.

#### Channels served

large-scale market, discount.

#### Products available

Parmigiano Reggiano, Grana Padano, main Pdo cheeses from Veneto (Piave, Asiago, Montasio and Monte Veronese).

### GRATED GRANA PADANO PDO

Grana Padano is a symbol of made in Italy gastronomic excellence throughout the

world. A hard semi-fat cheese made with low-fat cow's milk, it is freshly grated and immediately packed in protective atmosphere in order to preserve its fragrant aroma and distinctive and persistent

taste. Grated Grana Padano is one of the most requested products with Private Label packaging.

#### Ingredients

Milk, salt, rennet, lysozyme (from egg).

#### Available sizes and packaging solutions

Protected atmosphere packaging. Sizes: 50 g, 100 g, 200 g, 500 g, 1 kg, 2,5 kg.

#### Certifications

Ifs Food – Higher Level, Uni En Iso 9001:2015, Fssc 22000.

#### Shelf life

From 120 days to 60 days.



*"One of the main points of strength of the new company, which was born from the merger between Agriform and Parmareggio, is the variety of PDO cheeses offered. We can also provide several types of packaging. That's why we can be a valuable partner for all operators of the food service industry in Italy and abroad, who are willing to customize products with their brand. The private lable product, in fact, is created starting from our client's requests. Then we proceed with the design of the package".*

Maurizio Moscatelli,  
sales manager Parmareggio, and  
Alberto Bizzotto,  
sales manager Agriform

### Pezzetta

www.pezzetta.srl

Pezzetta's history dates back to nearly one century ago. Three generations have led the company always having the same goal: the quality of taste. Today the company is run by Marco and Paolo, who have converted the small warehouse into a large site of over 3,000 square meters. Some years ago the owners purchased and renovated the historic Ovaro Dairy, located in the Carnia mountains, where traditional cheeses of the Friuli region are now made.

#### Incidence of the PL on turnover

10%

#### Channels served

large-scale retail.

#### Products available

Montasio PDO.

### MONTASIO PDO MOUNTAIN PRODUCT



The Montasio PDO produced in Ovaro's dairy is the only Montasio that boasts the designation as 'Mountain product', as it is produced and seasoned in a dairy at over 500 metres with milk coming from areas over 500 metres. The taste is soft and delicate when it is fresh, then it goes stronger and more aromatic. At the beginning, the paste is white and compact with homogeneous holes and a smooth and elastic rind; then it becomes grainy and friable with a darker and dry rind. Cylindrical shape, height 6-10 cm, width 30-40 cm.

#### Ingredients

Cow's milk, salt, rennet.

#### Available sizes and packaging solutions

Whole wheel: about 6,50 kg

Vacuum pieces: half + quarter + 1/8 + 1/16 wheel

#### Certifications

Iso 9001.

#### Shelf life

Whole wheel: 6 months. Vacuum pieces: 3 months.



*"The largest retailers give more and more value to private label products that, if their quality is appreciated, allow to fidelize customers. For this reason, our private label products are made selecting attentively the raw materials and controlling in minute details their production and maturing. In addition, we use certified milk from the mountains".*

Marco Pezzetta,  
legal representative



## INSIGHT - PRIVATE LABEL

### Fiorentini Alimentari

www.fiorentinialimentari.it

Born in 1918 in Turin from a specialty and ethnic food shop, today Fiorentini is a leading producer of bread substitutes and snacks based on cereals, legumes and vegetables. It has transformed niche products inspired by macrobiotics into consumer products accessible to all those who aim to combine taste, health and lightness. The new, highly automated, cutting-edge production plant has been operational since 2020; certified organic raw materials of mainly Italian origin are transformed here into a range of over 200 products. The family company, now in the fourth generation, is present in 55 countries worldwide.

**Incidence of the PL on turnover**  
50%

**Export share of the PL**  
10%, especially UK, Germany and Spain

**Channels served**  
large-scale retail and discount

**Products available**  
puffed cakes, cereals and snacks. Organic and with a high nutritional value

### POP'S CORN CRISPS



Small corn cakes with sea salt from organic farming. Gluten free, not fried and vegan.

**Ingredients**  
Corn\* 89%, vegetable oils\* (sunflower\* and corn\*), sea salt 1%. (\*from organic farming).

**Packaging details**  
20 g, 100 g, 200 g, multipack (6 packs of 20 g)

**Shelf life**  
12 months from production

**Palletization**  
12 units per box, 8 boxes per layer

**International certifications**  
VeganOk, Organic

“Among our strengths, we boast the high quality of raw materials, organic and mainly of Italian origin; the continuous innovation, which derives from the experimentation of new recipes that are always simple yet innovative; the flexibility in expanding and adapting our offer; and an effective and fast decision-making process. In the last year, due to the pandemic, we have noticed a strong pressure on price due to higher saving needs. Hence, we have created new product formats, ideal for sharing and more suitable for family consumption. Through Private labels, the retailer can widen its range of healthy products thus responding to emerging consumer trends and, with the guarantees that Fiorentini can provide, it can also add value to its store brands.”

Simona Fiorentini,  
marketing & sales manager

### Conapi Soc Coop Agricola

www.conapi.it

Conapi - Consorzio Nazionale Apicoltori (Italian national consortium of beekeepers) is one of the most important beekeepers cooperatives in Europe. Founded in 1979 in Monterezenzio (Bologna), today it represents over 600 beekeepers, from Piedmont to Sicily, that are committed to creating the right conditions to enable them to produce good, clean honey, pollen and other hive products that bring consumers all the typical flavours and aromas of the regions where they were collected.

**Incidence of the PL on turnover**  
about 60%

**Export share of the PL**  
about 2%, in France and Switzerland

**Channels served**  
large-scale retail, discount

**Products available**  
Millefiori honey and monofloral honey - both Italian and foreign - fruit preserves

### ITALIAN WILDFLOWER HONEY



#### Ingredients

100% Italian honey

**Available sizes and packaging solutions**  
Glass jars from 40 g to 1 kg

**Shelf life**  
30 months from production date

“A supply chain of direct producers, many different formats and honey varieties; flexibility and the ability to manage new projects. These are the strengths of Conapi. In the last year, customers have been paying increasingly attention to the Italian origin of products and to the control of the entire supply chain. In this regard, we are definitely better positioned than most of our competitors. Climate change is severely affecting the global honey production. Teamwork between all market operators is therefore essential to provide end consumers with the best product available.”

Nicoletta Maffini,  
general manager

### Ruggeri

www.ruggerishop.it

Founded in 2004, Ruggeri - Laboratorio Italiano Farine (Italian Flour Laboratory) is a reference company in the commercialization of special flours, yeasts and mixes for bread, pizza and cakes. All the products proposed are characterised by carefully selected ingredients and are in line with today's food trends. With Ruggeri products, it is possible to achieve excellent results in the home kitchen, in just a few simple steps.

**Incidence of the PL on turnover**  
44%

**Export share of the PL**  
25%, in North America, Russia and Germany

**Channels served**  
large-scale retail

**Products available**  
dried sourdough and prepared mixes for the production of bread, pizza and confectionery

### PIZZA CRUST MIX

With this pizza mix (sold with the 'Fiorfiore Prodotti d'Italia' brand), it is possible to make easily tasty pizza bases that can be filled as desired. For a perfect result, customers just need to add water, oil and salt.

#### Ingredients

Type 00 wheat flour, sourdough starter, brewer's yeast, ascorbic acid.

**Available sizes and packaging solutions**  
500 g

**Shelf life**  
12 months



“Clean label is definitely one of our strong points. Our products are made with selected ingredients and no chemical additives. We invest in innovation, both in terms of recipes and packaging: our patented packaging solution Ruggeri Tasca Magica (registered trademark) separates the yeast from the other ingredients, which allows for a longer shelf-life, with no need for preservatives. Furthermore, we have recently launched a yeast range that boasts a new eco-friendly paper canister packaging, characterized by a freshness-saving lid for optimal product preservation. Flexibility is a further company strength.”

Roberto Pregnotato,  
sales and marketing manager

### Forno Da Re

www.pandare.com

The company was born as a small town bakery and in 2001 the new plant was established in Orsago, in the province of Treviso, in the North-East of Italy. Starting from the bakery in which grandfather Remo used to bake bread, breadsticks and cakes, the family business has developed, consistently in line with artisan tradition. Today, Forno Da Re produces crumbly and crispy breadsticks to enjoyed any time of the day.

**Incidence of the PL on turnover**  
around 70%

**Export share of the PL**  
currently only on the domestic market

**Channels served**  
large-scale retail and discount

**Products available**  
crumbly and crispy breadsticks. The recipe can be adapted according to customers' needs

### HAND-MADE CRISPY BREADS WITH EXTRA VIRGIN OLIVE OIL



Production is characterized by the use of selected, high quality ingredients coupled with continuous research and innovation in bread production techniques respectful of tradition but which also respond to modern nutrition requirements for everyday well-being. Ingredients are carefully selected and the classic production methods of bakery art are carefully followed: long leavening (the so-called 'Biga') and the rolling out of dough by hand only.

#### Ingredients

Flour, extra virgin olive oil, other oils and fats, salt malt, yeast.

**Available sizes and packaging solutions**  
From 200 g to 500 g

#### Certifications

Ifs, Organic, ISO 22000

**Shelf life**  
1 year

“We are specialize in one type of product and therefore have developed a very specific know-how. We know exactly how to find the right mix between craftsmanship of some processing stages - such as manual kneading - and constant research and innovation. Recently, we have been noticing a return to 'classic', where the focus is on simple, good quality products with a correct value for money. The creation of a PL is always based on customer's requests: together, we achieve the desired recipe formulation, which goes through strict organoleptic (panel test) and analytical checks. The process ends with the design of the graphics and the printing of the first batch of the new pack.”

Giovanni Da Re,  
owner

### Fraccaro Spumadoro

www.pasticceriafraccaro.it

Fraccaro Spumadoro is an artisan and family company, located in Castelfranco Veneto, specialized in confectionery since 1932. All products are made with Fraccaro's sourdough, that gives superior organoleptic qualities such as fragrance, softness, digestibility. The company produces both conventional and organic confectionery: Christmas Panettone, Pandoro and Easter Colomba, pastry, buns, croissant, tartes.

**Incidence of the PL on turnover**  
about 30%

**Export share of the PL**  
27%, mainly France, UK, Brazil, US, Austria, Singapore

#### Channels served

large-scale retail

**Products available**  
festive and everyday confectionery

### Poggio del Farro

www.poggiodelfarro.com

For 20 years, in Tuscany, the company has been cultivating and producing products made from spelt. A single raw material transformed into a wide range of products: from snack bars, to breakfast cereals, pasta, side dishes and biscuits. All following the traditions and the farming culture of the areas where the raw material is sown, cultivated and harvested.

**Incidence of the PL on turnover**  
25-30%

**Export share of the PL**  
30%, mainly US and Australia

#### Channels served

large-scale retail

#### Products available

a wide range of oat or spelt based products, from biscuits to pasta and bars.

### CEREAL BARS AND SNACKS



Cereal bars and snacks based on spelt and oat, and other customizable ingredients.

#### Ingredients

Spelt and oat, with other customizable ingredients

#### Available sizes and packaging solutions

Available in different sizes and packaging: individually wrapped, in closed boxes or display cartons.

#### Certifications

Brc, Organic

#### Shelf life

8-10 months

“We can boast several strong points, starting from the control of our spelt and oat supply chains; an internal R&D for the development of recipes dedicated to PLs; the strong attention paid to the development of simple and clean recipes, made with Italian ingredients; the possibility of creating both organic and conventional products; and many international certifications, like Brc, Ifs, organic, and kosher. In the last year, we have noticed a significant increase in the PL business, as far as we are concerned, with a premium target. Our private labels originate from a relationship with clients based on mutual trust. In the various development stages, there is close collaboration with the ultimate goal for both of meeting the needs of consumers and the demands of the market. According to the requests received, we develop healthy and clean label products, in line with our production philosophy.”

Federico Galeotti,  
owner

### PANFRUTTO WITH SUGAR GRAINS



One of the company's greatest classics: a leavened dough, resembling Panettone's dough, with raisins, candied orange peels and amaretto frosting and sugar grains.

#### Ingredients

Wheat flour, icing (sugar, egg white powder, nib sugar 3%, coconut oil, wheat starch, rice flour, peanuts flour, potato starch, flavours, preservative: calcium propionate), sultanas 12%, eggs, sugar, vegetable margarine (palm oil, sunflower oil, water, acidity regulator: citric acid, flavours), sourdough (wheat), candied orange peels 3% (orange peels, glucose-fructose syrup, sugar, acidity regulator: citric acid), inverted sugar syrup, emulsifier: mono and diglycerides of fatty acids, salt, malted wheat flour, flavours. May contain milk, tree nuts and soy.

**Available sizes and packaging solutions**  
400 g, cellophane

#### Certifications

Ifs

#### Shelf life

180 days

“The supply of handicraft products with a dedicated recipe made on request is one of our greatest strengths. In the last year, we have been noticing a growing attention for market niches and particular products, especially for those bearing some strategic claims. The main goal of a Private Label is to ‘fill the void’ on a shelf with a brand-new product: something exclusive and tailor-made.”

Luca Fraccaro,  
sales e marketing director



# INSIGHT - PRIVATE LABEL

## Socado

www.socado.com

Socado is a food company that operates in the world of confectionery, and chocolate in particular, since the early '70. Socado headquarters are in Villafranca di Verona, where, in addition to modern offices, it has several production sites equipped with ultra-modern, technically advanced facilities. The entire production process is carefully followed in each plant, from the selection and mixing of the best raw materials to the production of the various kinds of creams or chocolate and the final packaging of the product. Socado has a new modern logistic terminal, from where its products are delivered quickly and in time in Italy and all around the world.

**Incidence of the PL on turnover**  
about 35%

**Export share of the PL**  
about 10% in Spain and in the United Arab Emirates

**Channels served**  
large-scale retail, horeca, food service, b2b industry

**Products available**  
chocolate pralines, bars and spreadable creams are the most demanded

## CHOCOLATES BARS, PRALINES, SPREADABLE CREAMS



Socado can produce tailor made products, fitting the different requirements of each customer. Thanks to the support of its R&D department it can produce dedicated products, such as: Pralines with different flavours; Semifinished products for confectionery industry; Easter eggs with gadget and design dedicated; Spreads with special ingredients or formulations.

### Certifications

ISO 22000, Ifs, Brc, Rspo, Fair Trade, Rainforest Alliance, Sodexo, Halal, Kosher.

### Shelf life

18-24 months

“The excellent value for money of our products is one of our greatest strengths, together with the great flexibility and capability to design tailor-made projects according to the different needs of our customers and, of course, thanks to a wide and varied product assortment. Previously, our customers used to contact us mainly for the creation of festive products. In the last year, instead, orders for every-day products have skyrocketed. From the good sales performance of Socado branded products on the customers' shelf comes the request for customized products, maybe with special tastes or with different formats.”

Socado's management

## Valle Fiorita

www.vallefiorita.it

Valle Fiorita is a dynamic Italian company in the market of baked products and fresh filled sandwiches. The modern production technologies and the high quality of raw materials allow to introduce a wide range of products able to satisfy the most demanding consumers. The modernity of Valle Fiorita products perfectly explains the temporary trends of consumption and allows the company to propose itself on the market with tasty, various and balanced food.

**Incidence of the PL on turnover**  
55%

**Export share of the PL**  
24% in Scandinavian countries, Germany, France, Belgium, Switzerland, Greece, UK and US.

**Channels served**  
large-scale retail, discount

**Products available**  
all Valle Fiorita products

## PUCCIA SALENTINA



Puccia Salentina is a product of the Apulian tradition, the result of the contamination of different cultures of the Mediterranean area. It is a soft bread, perfect as a meal replacement when stuffed, or a tasty accompaniment to soups and broths in the winter season. Puccia Salentina is now available with a new recipe and a new pack able to tell controlled ingredients and artisanal processes. The traditional baked on stone enhances the scent and flavor of a unique product in its kind.

### Ingredients

A product made with 100% durum wheat flour of Italian origin, sourdough, extra virgin olive oil, iodized salt and without the use of any preservatives.

**Available sizes and packaging solutions**  
4 types of 230 g (2st. x 115 g): Classic, Multigrain, Organic Classic, Organic Multigrain.

### Certifications

Brc, Ifs, Organic.

### Shelf life

60 days at room temperature.

“The careful selection of raw materials, the safeguard of some handicraft production processes and a continuous research and development are our main strengths. In the last year, we have seen an increase in requests for products with clean labels, healthy products and regional specialties. Our PLs are created according to the requests of retailers, that in some product distinguish the potential to develop significant business volumes. Private labels also play a strategic role in safeguarding the quality and safety of the supply chain for the protection of end-consumers.”

Francesco Galizia,  
export manager

## Gruppo Germinal

www.germinalbio.it/en/

For 40 years the company has been dedicating to the production of organic, healthy and functional products, made with raw materials coming from controlled supply chains. Gruppo Germinal has always been committed to food and environmental sustainability. Thanks to the flexibility of production lines, to the expertise of its staff and excellence of the R&D and Quality department, it offers a wide range of different products: organic, healthy, gluten free, functional, vegan and baby food. It can produce certified products free from certain allergens.

**Export share of the PL**  
directed to EU and extra-EU countries

**Channels served**  
organic specialized retailers, large-scale retail

**Products available**  
sweet and salty bakery products, ready meals

## ORGANIC COOKIE STICKS

Tasty and crumbly snacks in convenient single portions. It could be both a sweet or savoury recipe, available in different flavours, for the baby or adult target. Organic cookie stick with chocolate chips are a natural source of potassium. Organic cookie sticks with coconut & lemon are a natural source of phosphorus. Organic cookie sticks with flakes & fruits are a natural source of magnesium. Organic cookie sticks are eggs free, dairy free (it depends on the product).

### Ingredients

Organic cookie stick with coconut & lemon: \*wheat flour, \*sunflower seeds oil, \*wholemeal barley flour, \*cane sugar, \*dehydrated coconut, \*wholemeal oat flakes, \*lemon juice, \*rice syrup (glucose), \*wholemeal spelt wheat flour, \*whole cane sugar (\*organic).

**Available sizes and packaging solutions**  
110 g (6 x 18,3 g)

### Certifications

Organic, vegan

### Shelf life

250 days

“We started a partnership with some of the major Italian and European retail chains. Given our production capacity with high value-added, which allows us to carefully manage allergens, we are developing specific projects based on customer needs for the creation of functional, free-from, rich-in products that are also suitable for consumers with intolerances or allergies, or who follow special dietary styles. We are experiencing a strong growth in foreign markets thanks to our production methods that meet the needs of consumers attentive to both food and environmental sustainability. We are also a point of reference for organic, with a consolidated know-how and production flexibility.”

Paolo Pisano,  
sales manager Gruppo Germinal

## Puglia Saporì

www.pugliasapori.com

Since 1992 Puglia Saporì has been producing salty snacks typical of the Apulia region, in Italy. The company's core business is the production of taralli and tarallini. Through the years Puglia Saporì has equipped itself with cutting-edge technologies and has obtained the Brc, Ifs and Bioagricert certifications to ensure high production standards. Today, it provides customers with three different lines of snacks: conventional, organic and gluten-free.

**Incidence of the PL on turnover**  
21%

**Export share of the PL**  
34%, in Germany, France, Canada and America

**Channels served**  
PL partners of major Italian distributors (like Alce Nero and Parmareggio), with important clients in the US and in many EU countries

**Products available**  
mainly taralli and tarallini, conventional, organic and gluten-free

## Valentino

www.valentinodolciaria.com

Valentino's story began in 1952 in the bakery and pastry shop of the Valentino family in Isernia, Molise region. Due to the high demand coming from all over Italy, a bigger facility was built in 1979 in Pettoranello del Molise. The company's secret is the use, after more than 60 years, of the same mother yeast, together with genuine and fresh ingredients, according to a slow natural leavening. In all stages of production, the care of master pastry chefs is combined with modern technologies. Today, Valentino baked goods are exported in 47 countries.

**Incidence of the PL on turnover**  
20%

**Export share of the PL**  
15% in EU and extra-EU countries

**Channels served**  
large-scale retail and discount

**Products available**  
mainly Panettone

## PANETTONE VALENTINO



Panettone classic in box with raisins and orange cubes.

### Ingredients

Flour, butter, sugar, eggs, sultanas and orange cubes, milk.

**Available sizes and packaging solutions**  
from 100 g to 1 kg

### Certifications

Brc, Ifs, GMOs free

### Shelf life

9 months

“Our excellent value for money is widely recognized and represents one of our company's key strengths. In the last year, we have witnessed a growth in the demand for specialties. Our PL products originate from the retailer's request and the customization of the product according to his particular needs.”

Valentino Dolciaria's management

“Among our strengths we certainly include flexibility and proximity to clients. With them, we establish a close business partnership based on the listening of their needs, for the creation of the ideal final product. As a first step, we hold a briefing with the customer that involves all company departments to kick off the development of the project. On the basis of single requests, we select the best raw materials to elaborate the first recipes, up to the perfect result after careful quality controls. Recently, we have been noticing that many of our clients are requesting rich-in and free-from products.”

Roberto Renna,  
operations manager



# Bresaola della Valtellina P.G.I.

TOPSIDE

A CENTURY LONG TRADITION OF EXCELLENCE.



It is simply the best P.G.I. Bresaola della Valtellina. It is produced with topside, a prime cut of beef hindquarter, cured with the finest spices and flavourings from all over the world. The production process follows a century-old traditional recipe which preserves the authenticity and freshness of the product, its unmistakable taste and the organoleptic qualities. Bresaola is an ideal food to meet the daily nutritional needs because it is rich in protein, low in fat, and an important source of potassium and vitamins B1, B6 and B12.

**RIGAMONTI**  
Qualità dal 1913